

LIFE

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ARABIAN NIGHTS
PALACE

CANASTA PAJAMAS

20 CENTS

DECEMBER 21, 1953

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LETTERS TO THE EDITORS

THE WORLD WE LIVE IN: PART VII

Sirs:

Of all the lovely ladies who have graced the covers of your magazine "The Queen Triggerfish" (LIFE, Nov. 30) was the very, very loveliest.

MAGGIE COX

New York, N.Y.

Sirs:

After our 2½-year-old volunteered to get the magazine from the mailbox, he let out a scream, covered his eyes and threw it as far as he could. Why not just publish a horror magazine?

A. E. HYMAN

Hartford, Conn.

Sirs:

These graphic portrayals in color of highly technical subjects, which most people would hesitate to evaluate or even consider, broaden our scope and carry a living interest. Only LIFE could make possible so valuable a contribution to the average reader.

RALPH E. MAXWELL, M.D.
Scientific Director

Museum of Natural History
Pacific Grove, Calif.

Sirs:

Enjoyed "Creatures of the Sea" most of all because of the way Lincoln Barnett slings the king's English around. While Nobel Prize Sir Winston Churchill had an easier subject, he can't hold a candle to this guy Barnett.

ED IDE

Detroit, Mich.

Sirs:

Your last issue was worth the entire subscription cost to me. I teach general science in an inland country high school where the children have practically no contact with the sea or its inhabitants. I had been supplementing my work with *Kon-Tiki* until your series started. Some of it has been over my ninth-graders' heads, but not this last installment. It is being literally worn out, passing back and forth during study halls. Many thanks for making the oceans come alive all over the land in schools like ours.

MRS. PHILIP N. CARPENTER

Grove City, Pa.

Sirs:

Do you have any good recipes for plankton soup? What a saving to feed it direct to man. . . .

MARY CRETENS

Powers, Mich.

● Most planktonic organisms are too dispersed in the sea for profitable commercial harvesting. But one enterprising professor drags his handkerchief through seashore water until he harvests about a quart of tiny plankton specimens, mostly soft-shelled copepods. He makes "a clear, delicious,

shrimpish broth" by bringing the little animals to a boil in just enough water to cover them, then straining.—ED.

LEE SOO: NEW AMERICAN

Sirs:

Our compliments and warmest regards to LIFE and Photographer Jon Brenneis for telling such a poignant and personal story about Vincent Paladino's adoption of his new Korean son, Lee Soo ("A New American Comes Home," LIFE, Nov. 30).

THE PALADINO FAMILY

New Rochelle, N.Y.



● Above are 26 of the 32 Paladinos, ranging in age from 10 months to 73 years, whom Lee will meet when he comes home in time for Christmas to the 14-room house of his grandparents, Mr. and Mrs. Joseph Paladino (center), in New Rochelle, N.Y. All the Paladinos get together at least once a week, promise Lee little chance for loneliness.—ED.

Sirs:

Chief Paladino wears two hash marks up to the last picture, where he wears three. How come?

THELMA S. M. SULLIVAN

Jamaica Plain, Mass.

● After 13 years in the Navy, Chief Paladino rates one hash mark for each four-year hitch, had sewn the third on his blue uniform when the picture was taken but had not updated his khakis.—ED.

EDITORIAL

Sirs:

Mr. Truman's appointment of White ("The Way to Kill an Issue," LIFE, Nov. 30) in the face of repeated warnings, alarms and attempts at dissuasion by the most experienced members of his administration has the aspect of a purposeful, motivated act: to guarantee his chances of re-election (his first election). He fought Communism abroad, but public knowledge of Communist infiltration into his administration would have doomed his prospects of success. A somewhat similar case of politics before patriotism is recorded in Vol. I of Churchill's *Memoirs*. Prime Minister Stanley Baldwin in 1936 admitted having kept vital knowledge of Germany's rearming from the British people in order to insure the return of his party to power.

ISRAEL KORAL

Long Island City, N.Y.

Sirs:

Just as I have found all LIFE's political editorials, this one was slanted at about a 45° angle. I was nearly overcome by the whopping generalization: "Mr. Truman and the Democrats would help greatly if first of all they would stop lending credence to the Republican charge that they never understood Communism and therefore cannot be trusted to fight Communists." Mr. McCarthy and the Republicans would help greatly if first of all they would stop lending credence to the Democratic charge that they have turned the spy hunt into an hysterical, three-ring political campaign instead of a sincere and concerted effort to clean house. . . .

JAMES A. LAKIN

San Diego, Calif.

GENERAL DEAN

Sirs:

I feel I would be an ingrate if I did not write you concerning your editorial remarks in the Nov. 9 issue of LIFE wherein you reveal that LIFE voluntarily with-

held from publication an exclusive account of my attempted suicide while a prisoner of the enemy in Korea.

I am fully aware of the keen competition that exists between news media and I realize that the account of my suicide attempt constituted an interesting news item. That you decided to withhold publication because you did not have an opportunity to check it with me first seems to me to be a prime example of the high sense of responsibility of the American press. Please be assured of my deep gratitude for LIFE's consideration and kindness.

WILLIAM F. DEAN
Major General, U.S. Army

San Francisco, Calif.

CONFIDENCE AT PEAK

Sirs:

I panted through the *Speaking of Pictures* (LIFE, Nov. 30) of that crazy Alpineman Gaston Rebuffat "inspiring confidence" by dangling 10,000 feet in space on the end of his head and a couple of ropes. I sweated it out to page 18 where he stands up on the peak waving like a flea on God's nose, and my fingernails went right through the other 156 pages. So okay! But what's with the crazy photographer? What was he holding onto besides his camera?

MURRAY KALMUS
New York, N.Y.

● See picture, left.—ED.



HANDYMAN'S HERITAGE

Sirs:

In "Handyman's Castle" (LIFE, Nov. 30) I resent your reference to Sir Adrian Dunbar's former home here as "a shabby little house." Why didn't you show a picture of it? It's a small, modest place, very neat and in good repair with a well-kept yard. . . . My own home was the first job of painting Sir Adrian did when he moved to Upper Fairmount, and an excellent job it was. We have lost a good citizen.

EYSSELLE N. CROSWELL
Upper Fairmount, Md.

● At right are Sir Adrian and the five-room house he left behind on 3¼ acres in Upper Fairmount.—ED.



Sirs:

You seem to indicate that Sir Adrian Dunbar is a member of the British nobility. As he is only a baronet, he is not a member of the nobility. Though he is addressed as "Sir," the title is a degree of honor between baron and knight, the lowest hereditary degree.

DR. LAWRENCE T. LOWREY
President

Blue Mountain College
Blue Mountain, Miss.

● LIFE should not have called Sir Adrian a nobleman, but experts are hard put to say just what a baronet is. Not being that of a peer, Sir Adrian's title rests in a no-commoner's no-nobleman's land of hereditary gentry.—ED.

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This One



AZZ7-U3C-D4XN



SHOOTING HIMSELF. Patrick appears as twins at both ends of gun in double-exposure picture.

SPEAKING OF PICTURES

Comic exposures produce multiple self-portraiture

Most amateur photographers are distressed when they accidentally make a double exposure showing the same person twice in a single picture. But John Patrick, a 61-year-old paperhanger in St. James, N.Y., spends his time deliberately double- and triple-exposing his pictures. Patrick has brought a photographic trick long known to professionals to a state of near perfection. He mounts his view camera on a tripod and painstakingly exposes only a half or a third of the negative at a time. Although he sometimes uses his wife as a model, his favorite subject is himself, appearing in the weirdly comic self-portraits as twins and even as triplets. Whatever he may be as a photographer, Patrick proves that he is not only a superb actor but his own best audience as well (right).



TAKING PICTURES of an imaginary subject Patrick appears in triple exposure, simultaneously

giving directions (left), pointing to camera lens (center) and taking reading with a light meter (right).



SURROUNDED BY TRIPLETS, all of them his wife, Patrick enjoys a fancifully polygamous party.

SWAPPING FISH STORIES (below), Patrick is both boastful narrators and a disbelieving listener.





MEN OF DISTINCTION
are created by Patrick, who moved only upper portion of his body into new position for second of two exposures. Wig was donned between exposures. Patrick decided to title the picture: Which Toni has the Twin?



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YOURSELF
THIS!

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DAVID DUNCAN WITH HIS FLAPS DOWN AGAINST A FAMILIAR BACKGROUND; MAURICE HERZOG'S PAINFUL MEMORIES

FROM MAHOMET TO THE MOUNTAIN

As journalists our ineluctable concern is with matters real but also visionary. The President's dream of a world with peacefully harnessed atomic power which could be a reality is so compelling to the imagination that we are apt to forget a lot of down-to-earth realities (see Editorial p. 10). One of these is the problem of the Middle East. Nowadays it is no longer acceptable to treat small nations as flippanantly as did the New York Sun in the last century, headlining the death of an Arab king as follows:

HE WAS ABDUL AZIZ
HE IS ABDUL AS WAS

So when LIFE set out to cover the succession to the throne of the late Ibn Saud by his son King Saud Ibn Abdul Aziz, it was an urgent and serious business. Nor was it easy. David Douglas Duncan rushed into Saudi Arabia without a visa. This could have been disastrous, as could also have been the landing of his plane at Jeddah when a tire blew out. But as it happened the incident gave

Arab-wise Duncan just enough time to phone a friend. This cleared up his visa problems and he went on to record (pp. 66-73) the day-by-day realities of life among the followers of Mahomet in a modern Arabian Nights palace.

Returning to the dreams of men from the facts of kingdoms, we come to Alpinist Maurice Herzog whose historic climb of Annapurna in the Himalayas first came to the attention of LIFE readers in the issue of July 9, 1951. He visited us last week to write some last-minute marginalia (above) on our layout of his hair-raising new film (pp. 34-36). To Herzog the fact that he can even write and walk without the fingers and toes he lost during his tragic retreat is as great a triumph as his conquest of Annapurna. "The conquest of your soul," said he in that strange and spiritual tongue peculiar to high-mountain men, "is as important as the real physical victory. Just to climb and not think about it is an absurdity."

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UNITED NATIONS APPLAUD A HUMBLE MAN LISTENS



RUSSIAN RESPONSE is brief applause by Vishinsky who read copy of talk as Eisenhower spoke.



ICELANDIC RESPONSE is longer, more enthusiastic handclapping by Delegate Kristjan Albertson.

With a faint trace of the weariness that follows supreme emotion, the President of the U.S. sat alone one day last week (*right*). A small smile tried uncertainly to cross his sun-burnished face, but the thunderous surge of applause from United Nations General Assembly delegates who did him honor humbled him instead. The time was 4:29 p.m., Dec. 8, a moment in which Dwight Eisenhower had given mankind a glimpse of salvation by statesmanship.

President Eisenhower had come to the U.N. directly from his Bermuda talks with Britain's Churchill and France's Laniel. The meeting of the Big Three (*LIFE*, Dec. 14) had produced a predictable pledge of unity and an agreement for their foreign ministers to meet Jan. 4 with Russia's in Berlin. The electric impulse which Bermuda did not reveal flashed in Eisenhower's speech at the U.N.

The U.S., the President announced, proposed to help all nations "move out of the dark chamber of horrors" of the atomic age. The extent of these horrors was emphasized by his disclosures: today's U.S. atomic bombs are 25 times more powerful than those of Hiroshima and Nagasaki. Our hydrogen weapons are in the range of "millions of tons of TNT."

"I know," the President went on, "that the American people share my deep belief that if a danger exists in the world, it is a danger shared by all—and equally, that if hope exists in the mind of one nation, that hope should be shared by all."

The U.S. proposed to share this hope, he said, by joining immediately with other nations in creating an international pool of fissionable material "to serve the peaceful pursuits of mankind"—agriculture, medicine, electrical energy. After that, he suggested, the nations could concentrate on diminishing the destructive power of their atomic plants.

The proposal was addressed principally to the Soviet Union which, for seven years, has turned down every non-Russian plan to internationalize atomic energy. Though Russia's Andrei Vishinsky applauded the President (*left, above*), Moscow hastily denounced Eisenhower's effort as a new threat of atomic war. Except for this disparaging note, there was almost worldwide acclaim for the proposal, and officials both of the U.S. and the U.N. waited for Russia's more deliberate second thoughts, hopeful that the new chance for peace which the speech offered would not thus easily die.

PENSIVE PRESIDENT, as photographed by Herb Scharfman of International News, sits with his manuscript of talk in hands as delegates' applause fills the hall for a full two minutes.



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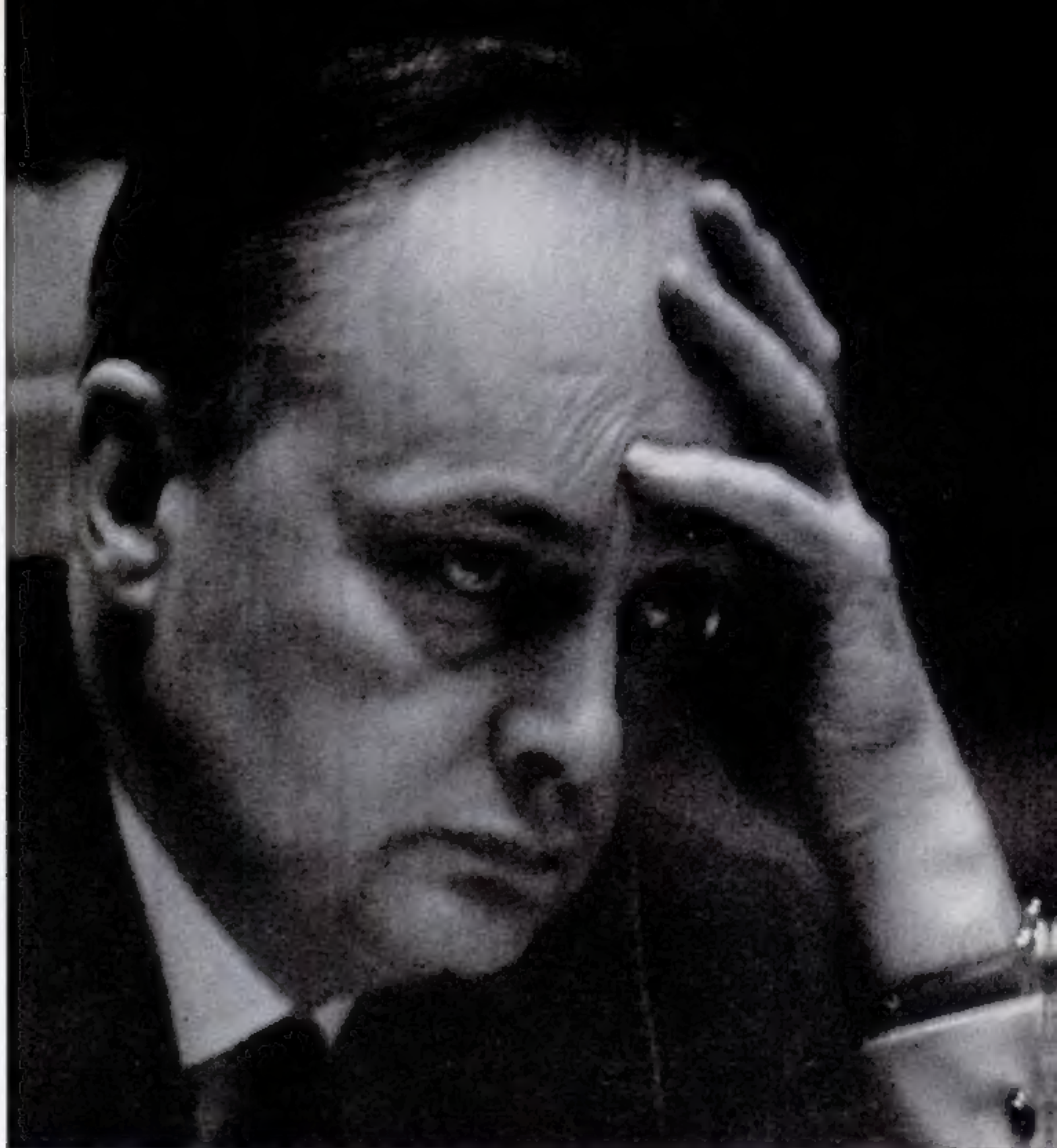
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DELEGATE REACTION IS SOBER APPROVAL



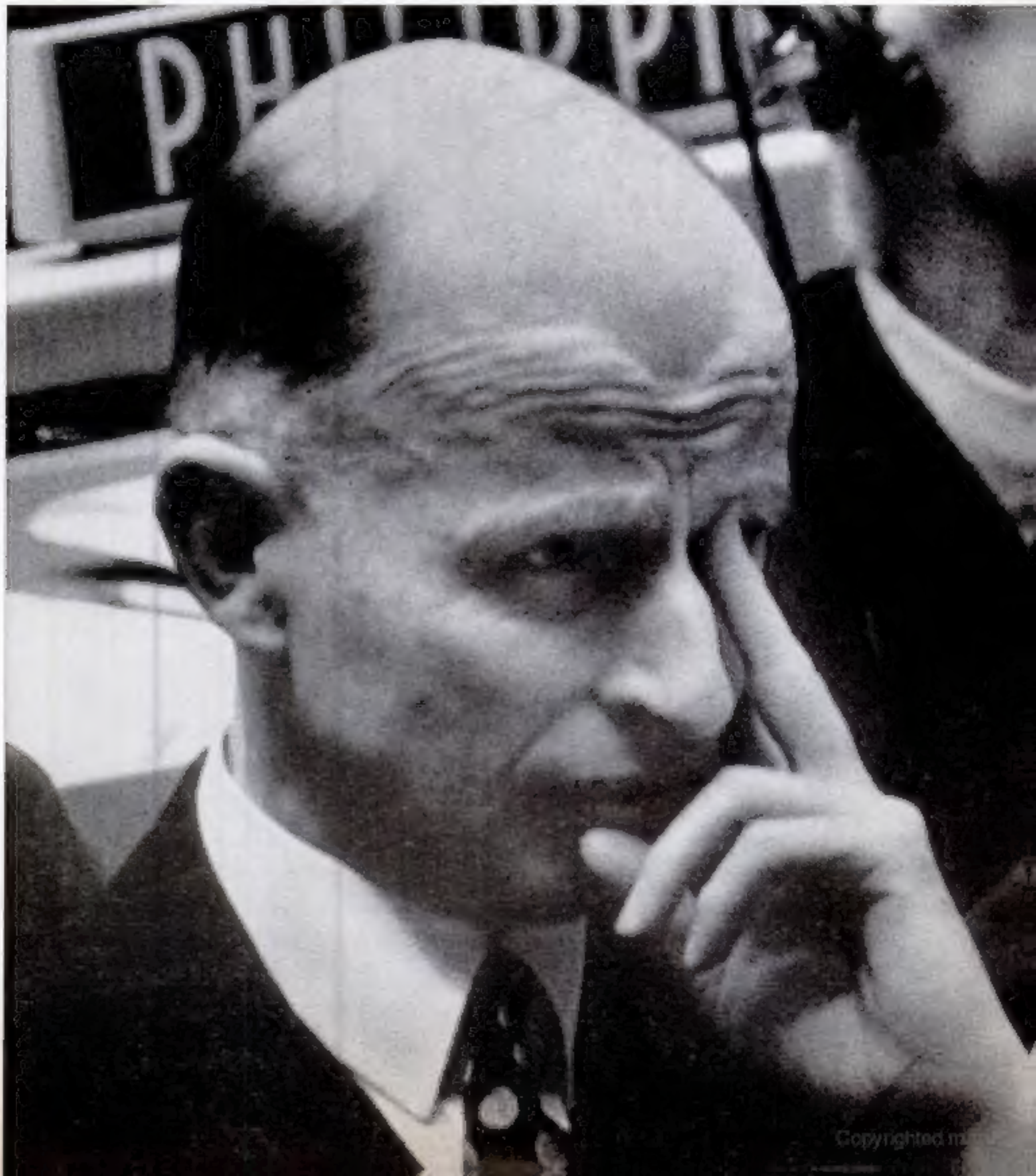
TEARFUL SEND-OFF at Bermuda finds Eisenhower waving and Churchill standing misty-eyed.



INTENT DELEGATES LISTEN APPROVINGLY TO PLAN: ABOVE, BRITAIN'S JEBB (LEFT), AND DENMARK'S



PURPOSEFUL ENTRY is made at U.N., where Assembly President Pandit escorts Eisenhower.





LANNUNG; BELOW, NETHERLAND'S EX-DELEGATE VAN KLEFFENS (LEFT), AND INDIA'S KRISHNA MENON



THE TENSION OVER, after a brief reception in his honor where he greeted the head of each delegation, President smiles on way down the escalator. He is followed by Ambassador Lodge, State Secretary Dulles and Secretary General Hammarskjöld

FRESH HOPE BUT HARD REALITY

THE PRESIDENT'S SPEECH CLEARED THE AIR BUT DID NOT DISPEL DANGER TO THE FREE WORLD

CUBEBS OR COFFIN NAILS?

In two-fisted Seattle recently a man in a bar ran out of filter-tip cigarets and went to the vending machine to get some more; he wanted a particular brand of filter tips; no other kind would do. When he discovered that the brand he wanted was not stocked, he kicked in the machine. A psychoanalyst might say that the man's rage stemmed from anxiety over signs of cancer in mice subjected to cigaret tars (see pp. 20, 21).

U.S. cigaret smokers are doing a lot of worrying these days. The sale of filter-tip brands is increasing and so is that of filtered holders. Cigaret manufacturers are, of course, doing a lot of worrying themselves: if every U.S. smoker smoked even one less cigaret a day that would mean a daily drop of about \$700,000 in total retail volume; it is already apparent that this year's sales are going to run about 1% less than last year's.

Cigaret smoking became universally acceptable in this country comparatively recently. In the days of our youth our elders claimed that cigarets (even cubebs) would not only stunt your growth but inevitably lead to wishy-washiness of character. The railroad mogul, E. H. Harriman (Averell's papa), once thundered, "We might as well go to the insane asylum for our men as to employ cigaret smokers." But then came World War I, Flaming Youth, etc., and a man who smoked a cigaret was no longer considered a gigolo. Females also took up cigarets although the tobacco industry for a while was pretty timid about admitting this. Thirty years ago the nations' billboards were plastered with pictures of a pretty girl telling her cigaret-smoking escort to "blow some my way."

Now let us consider the case of a U.S. male more than 45 years old who is one of LIFE's editorial writers. He has a long and deplorable smoking history, and for some time now he has suspected that cigarets are not good for him. In fact, he would have given them up long ago if it hadn't been for the females in his family. Every time he stops smoking, it makes him so cross and jumpy that the females beg, even command, him to start smoking again; in the interests of family harmony there is nothing to do but resume. Besides, he hopes he isn't a mouse.

Let's evaluate the President's magnificent address to the United Nations properly; that is, without emotion and in the light of present reality. He did clarify beyond all misunderstanding the United States' attitude and position on atomic warfare. The clarification was very much needed and could scarcely have come at a more opportune time.

Misunderstandings about our policy and intentions were very widespread, particularly in Europe where willful vilification of the U.S. often has been carried to absurd lengths. Among neutralists in France, for instance, American policy was misrepresented in a way that echoed almost word for word the Communist propaganda. In effect we were pictured as demanding capitulation of the Soviet Union at the point of a hydrogen bomb. To such misrepresentation and distortion the President's speech offered vigorous and far-sighted refutation.

The address was broadcast in 33 languages other than English and made an instant impression on all men who are still free to listen and open to argument. In London even such a carping and bitter critic of this country as the left-wing *New Statesman and Nation* grudgingly conceded it was a hopeful shift. At the other end of the journalistic spectrum the conservative *Daily Mail* said "no man could have gone further than the President." It was the same way in France where we welcome particularly praise by the editor of *Le Monde*, a paper which more often than not has been severely critical of the U.S. The applause that swept through nations directly allied with us even found an echo in India where the press was overwhelmingly in favor of the President's proposal. It is "one of the most memorable pronouncements of [Eisenhower's] presidential career—" said the *Times* of India, "the fearless recognition . . . that common effort rather than mutual threats can provide the foundations for international atomic control." This kind of impression can hardly be countered by the routine cry of warmongering and the other familiar forms of Communist abuse.

An honest pledge

Obviously the good effect produced by the President's speech would be quickly offset if the impression were given that the offer to share atomic energy for peacetime purposes was no more than a clever or crafty diplomatic maneuver—which it certainly is not. The U.S. originally took the initiative in proposing international control of atomic armaments when it advanced the Baruch plan. It stood ready then to implement that offer just as it stands ready today to fulfill the President's commitment in the event of a wholehearted Soviet acceptance.

Meanwhile the dangers to the West, including atomic warfare, remain. They cannot be dispelled by any single gesture or formula. The dangers exist not simply because weapons exist but because two worlds exist upon a single planet: the world of aggressive Communism and the world of human freedom. And, outside the U.S., the "free world" (or the would-be free world) is not yet strong enough to resist subversion and destruction.

There is a long list of things which the free world must do to gain that strength. Most of these items have long been on the agenda of statesmen and crusaders.

These items are familiar, complicated and troublesome, susceptible neither to easy treatment nor prompt dispatch. Their constant restatement is often boring, but the fact that they are boring does not do away with them. For instance:

- ▶ We have to cut through the smog of futile negotiations at Panmunjom and find a way to liberate and unite Korea.
- ▶ We must pacify Indochina and free her from the threat of Communist subjugation.
- ▶ We must give Pakistan military aid and help strengthen her defenses because Pakistan is the key to the establishment of an effective defense for the Middle East.
- ▶ We must achieve settlement of the Trieste problem because until it is settled there will be a major gap in the Mediterranean line.
- ▶ We have to continue to develop our bases newly granted by Spain because they are essential to the support of a free Europe.
- ▶ We must bring into operation the European Defense Community which is the first step toward a truly united Europe and the one way by which Germans may take their place in the ranks of Europe's defenders.

Familiar—and boring—though these problems be, let us remember that the continuing atomic stalemate too was becoming a pretty arid subject before the President's inspiring address stirred anew the imaginations and hopes of peace-loving peoples. These other problems also call for constant and serious consideration leading to action and decisions. Certainly they have the most urgent claim on the President's energy and leadership, by the very force of events asserting a priority over all others. They assert their priority because as we diminish the direct threat of aggression so do we diminish the threat of atomic war. We diminish that threat by developing strength in ourselves and in our friends. While we seek to dominate no other people, we cannot allow ourselves or others to be dominated or to be held in terror by the prospect of atomic destruction or see freedom whittled away by weakness.



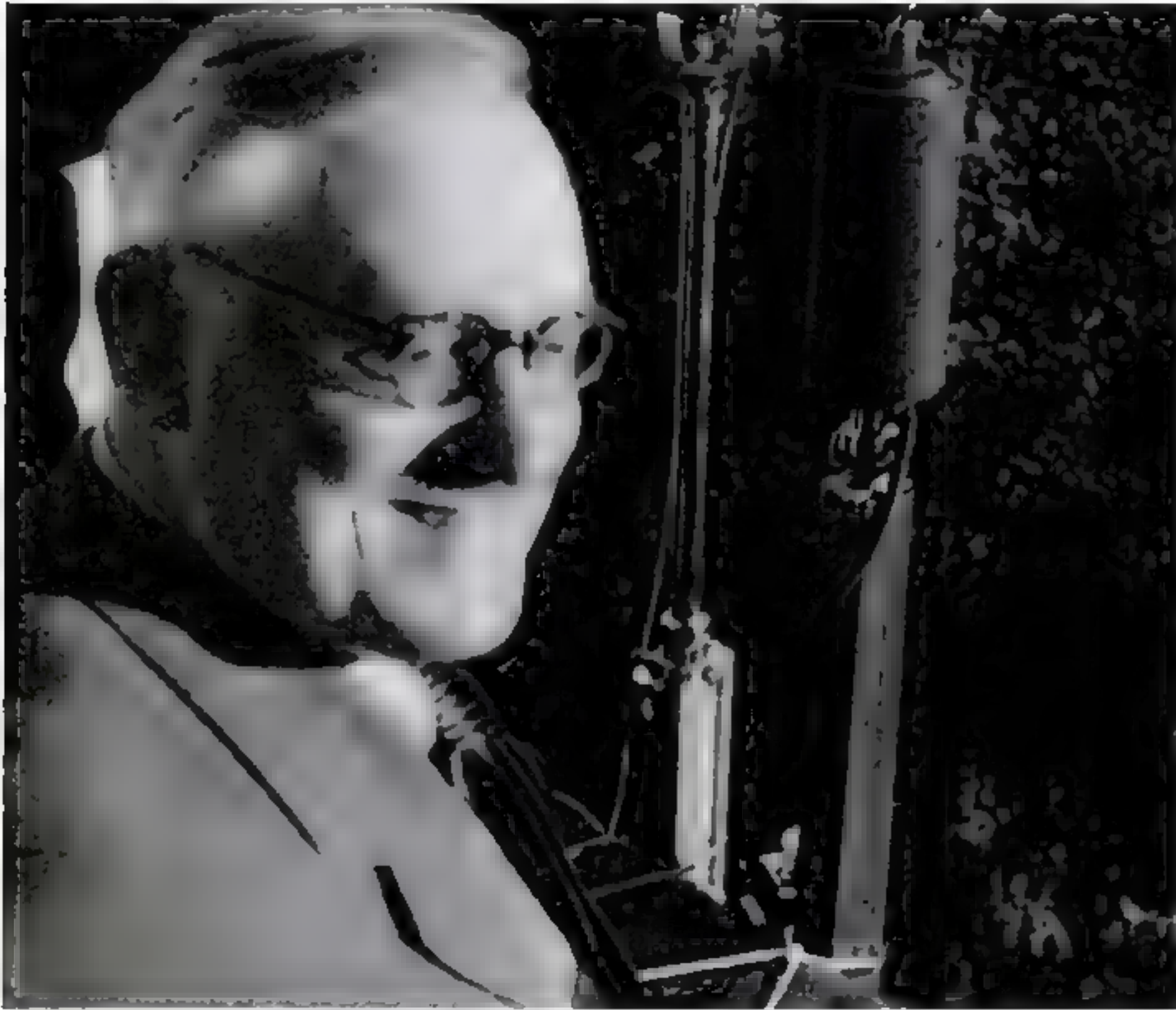
SWEDISH BEAUTY

Glittering more brightly than a Christmas decoration, Sweden's 802-passenger flagship, the new 22,000-ton *Kungsholm*, lay in her Manhattan berth last week, celebrating her maiden

voyage across the Atlantic. Largest ship ever to fly the Swedish flag, the \$10 million beauty will spend her first winter cruising out of New York to the Caribbean and to South America.

SMUGGLED FILMS EMBARRASS VISHINSKY WITH

Baltic investigation shows how



DURING LATVIAN COUP in 1940 Vishinsky appeared in Riga with the Red army, set up a puppet

government, then cried to street crowds, "Long live free Latvia!" and, pleased to laughter, turned away.

More than 13 years ago, in June, 1940, Russia, having reached agreement with the Nazis, sent its army surging over its borders to the shores of the Baltic Sea. Three young and engaging little countries—Lithuania, Latvia and Estonia—were, quite suddenly, blotted out of history. Because in that tumultuous, catastrophic month it was difficult to see anything beyond the battle fires in which a tragic French army lay writhing and dying, or hear anything above the whine of warplanes in battle, few in the West paid much attention.

But last week, like ghosts from old graves, the Baltic lands were rising once again to haunt Soviet Russia and, very particularly, Andrei Y. Vishinsky, chief Soviet delegate to the U.N., who had presided over the liquidation of little Latvia. In a series of hearings in Washington, New York, Detroit and Chicago, a congressional committee headed by Representative Charles J. Kersten of Wisconsin probed into just exactly what did happen in those countries in 1940 and 1941 while the Red army was in occupation. But by bit a story of monstrous crime—the pattern for crimes to come in Poland, Hungary, Romania, Bulgaria—emerged.

There were eyewitnesses. Many had died in the Baltic countries, first under the NKVD and later under the Gestapo, but a few escaped.

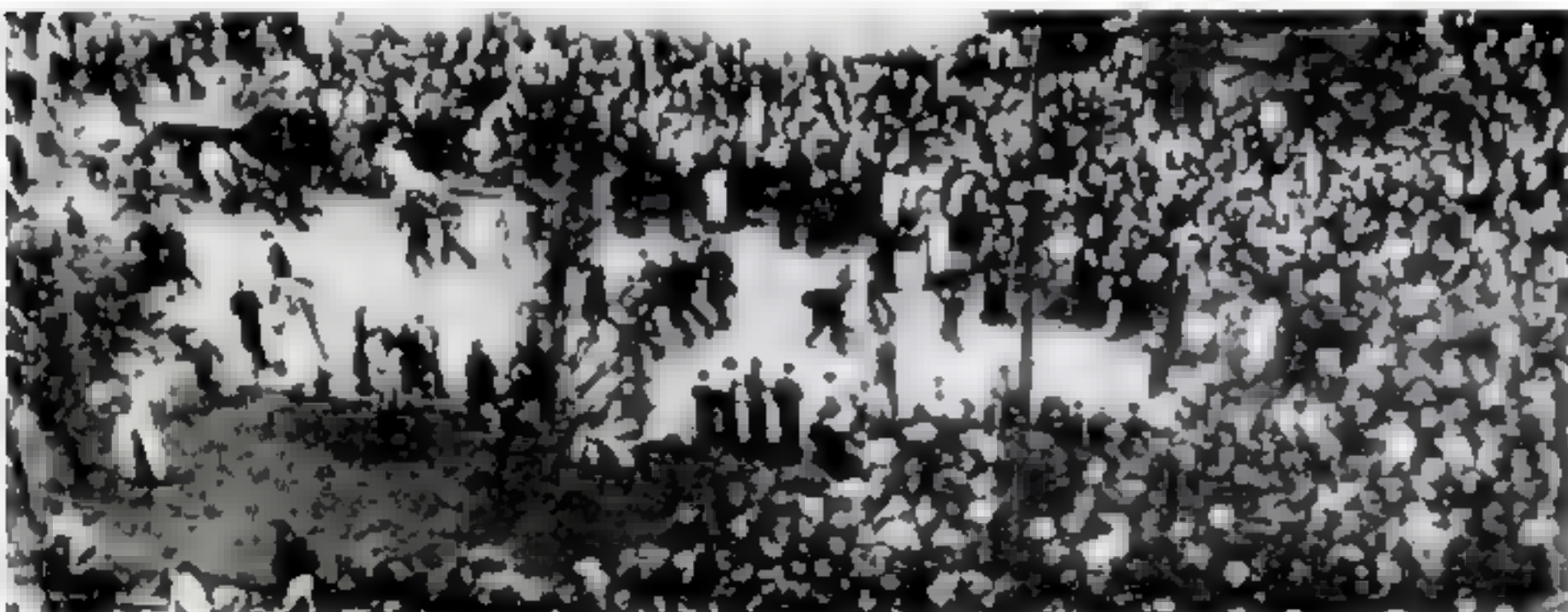


1 Latvia's agony started when, caught between Communists and Nazis, Vilhelms Munters, her foreign minister, signed an assistance pact with the Reds. The treaty guaranteed Latvia's sovereignty.



2 In June 1940, nine months after the pact which Molotov had hailed as "the basis for peaceful, neighborly cooperation" was signed, the Russian army entered Latvia, Red artillery units rumbled

through the streets of Riga. The mutual assistance pact, the Reds hypocritically complained, was not being loyally and faithfully carried out, and the Red army was therefore forced to intervene.



4 Pressures were brought to bear to force President Karlis Ulmanis' government to quit office. Communist youths turned pro-Soviet demonstrations into riots. When Latvian police moved against

them, they beat up the police. Russians supported the youths, accused the Latvian government of "oppressing the free will of the people" and to greet the Soviets." Two days later the government resigned.



5 Quisling cabinet, created by Vishinsky, meets under Premier Augusts Kirhensteins (right), an alcoholic professor of biology. Except for three members the whole cabinet later vanished in Russia.

HIS PAST SINS

Communists take over a nation

Alfreds Berzins, only living member of the last free Latvian government, came to deny that his country had ever voluntarily sought admission to the Soviet Union. "Vishinsky lies," he cried. "We can qualify Vishinsky as the greatest murderer of the Latvian nation." There were also simple people, priests, workers, housewives, who testified in masks and from behind screens lest their stories of brutal beatings, torture and mass killings hurt relatives now again in Russian hands.

In the end pictures best told the story of how a country dies. Alberts Jekste, a stocky man who once headed Riga Films, came from Newfoundland, where he now directs a film company, to explain how the Soviets, proud of what they were doing, had ordered his firm to make movie shots for propaganda purposes. He and his cameramen, beside making shots the Russians wanted, also took others and hid them away. In the closing days of the war they were smuggled out of the country.

From his reels LIFE now publishes a set of numbered stills which explain in detail how the Russians take over a country. They show Latvia from the arrival of the Red army until the Russians, having fallen out with the Nazis, were forced to retreat. They have since returned and in full privacy finished up their job.



HOODED WITNESS at the congressional hearing hides his identity and tells of Red massacres.

MASKED PRIEST declares he was whipped by Red guards who said, "Your God is on vacation."



3 Communist fifth column promptly appeared in the capital's streets to raise their clenched fists in the Bolshevik salute and hoist banners demanding "unification of Latvia with the Soviet Union."



6 Opening jail doors was early act of Viskersky's tame government. Here prisoners—despite the authoritarian cast of former government, there were only 200 of them—show joy outside Riga prison.



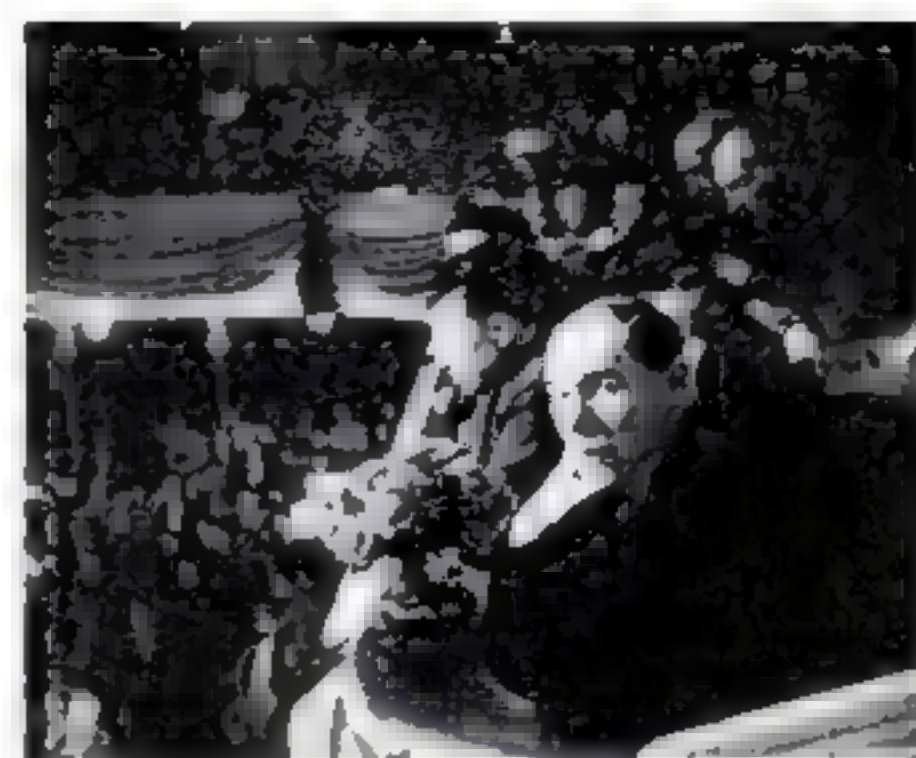
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7 Jobs for jailbirds were another achievement of the new deal. Words below these police photos of Botanikers Matiss call him a thief. Pasted above them is the title of his new job: prefect of police.



8 In national theater, where Latvian independence was proclaimed in 1918, Latvian Communist shouts at puppet legislature, just elected in phony balloting, that it must merge with Soviet Union.



9 Cynical eyes carefully watch from the boxes as the country's new legislators prepared to vote an end to Latvia's independence. In foreground of the box is the Russian minister, V. Dereviansky.



13 Huddling up to a satisfied Stalin as Supreme Soviet made Latvia a Soviet "republic" are Malenkov (left), who was to succeed as head of state, and Khrushchev, who has become party chief.



14 His mission completed, Kirchensteins (left) returns to Riga. Coming from train is Mrs. Julija Lacis, whose husband was later killed by Reds. She is now in the U.S., a bitter foe of Communism.



15 Russian culture went on sale in Latvia at once. In the Miera Darzs (Peaceful Gardens) in Riga, the NKVD soldiers put on shows, played accordions and danced the *kazachek* to win Latvians.



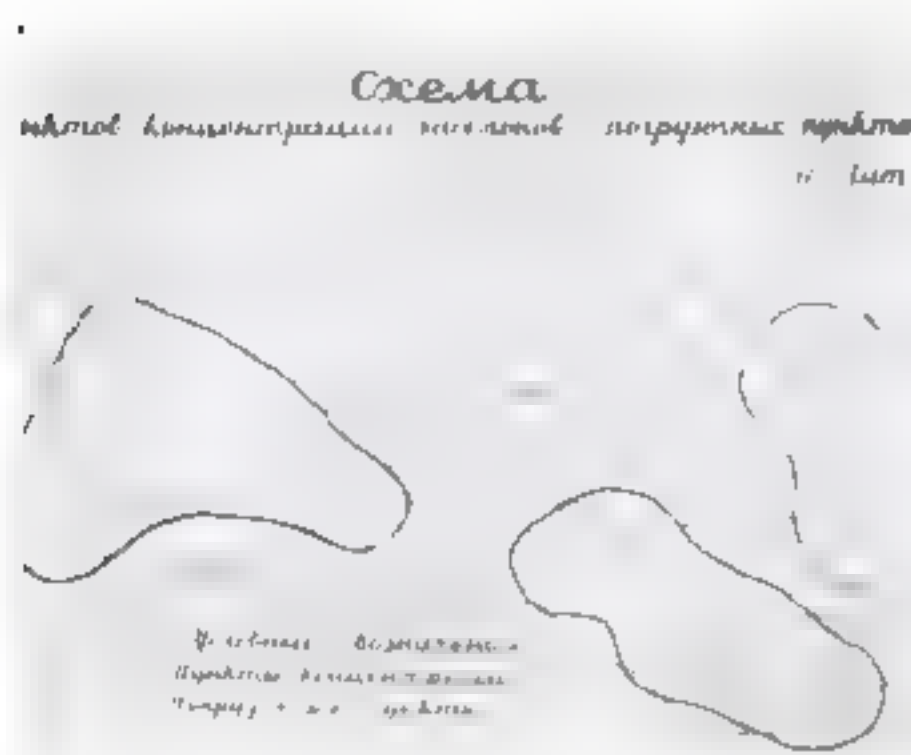
19 Counting out capitalism in a hardware store, this mustached employee takes inventory before turning place over to the state. Owners received no compensation, but they had to pay store's debts.



20 Waiting in line, a characteristic of Marxist countries, began directly after the currency was devalued. These women are lined up before a dry-goods store as inventories began to grow slim.



21 The sports clubs become military recruiting agencies, a custom in totalitarian countries. Here a group of sturdy young Latvians march in Riga under banner "Red army needs good skiers."



25 Map of death outlines areas from which people were deported eastward as the Nazis closed in on Russia. Map is believed to have been drawn by Soviets in 1940 in planning future operations.



26 From far away, through a telephoto lens, a camera got this view of people being loaded aboard cattle cars in Riga. Less than 100 of the 35,000 shipped East in 1940-41 ever came back.



27 Russian rule in Latvia came to a temporary halt in July 1941. As Hitler's army closed in, the Reds (above) left Riga. Among last to go was this NKVD unit formerly assigned to police city.



10 Even the old people, routed from their homes, were forced to march in pro-Soviet demonstrations. In sad and silent bewilderment, uncertain of future, they straggled through the capital's streets.



11 Cheery goodbys are waved by new premier, guarded by these two grim Red army officers, as he mounts his train for the trip to Moscow to ask that his country be incorporated into the U.S.S.R.



12 In the Supreme Soviet in Moscow applause comes rippling from dais as Latvian delegation enters to beg acceptance of their surrender. From left: Molotov, Mikoyan, Kaganovich and Vishinsky.



16 The spirit spreads in Miera Darzs, and more soldiers join in singing, shouting, spinning in dance and leaping high into the air in a spectacle bound to set Latvian feet itching to jump too.



17 A happy haze takes over gathering as the afternoon wears on. Old and young, well taken in drink, cavort about the park, ignoring the efforts of the Soviet propagandists to hold their attention.



18 The trappings of power are changed. In flag factory same girls who used to manufacture free Latvia's cherry brown and white banner now turn out new government's red hammer and sickle.



22 The factory farm came with cautious slowness to Latvia. First, the privately owned estates were cut up into 75-acre plots. Later these were abolished and big collectives established in their places.



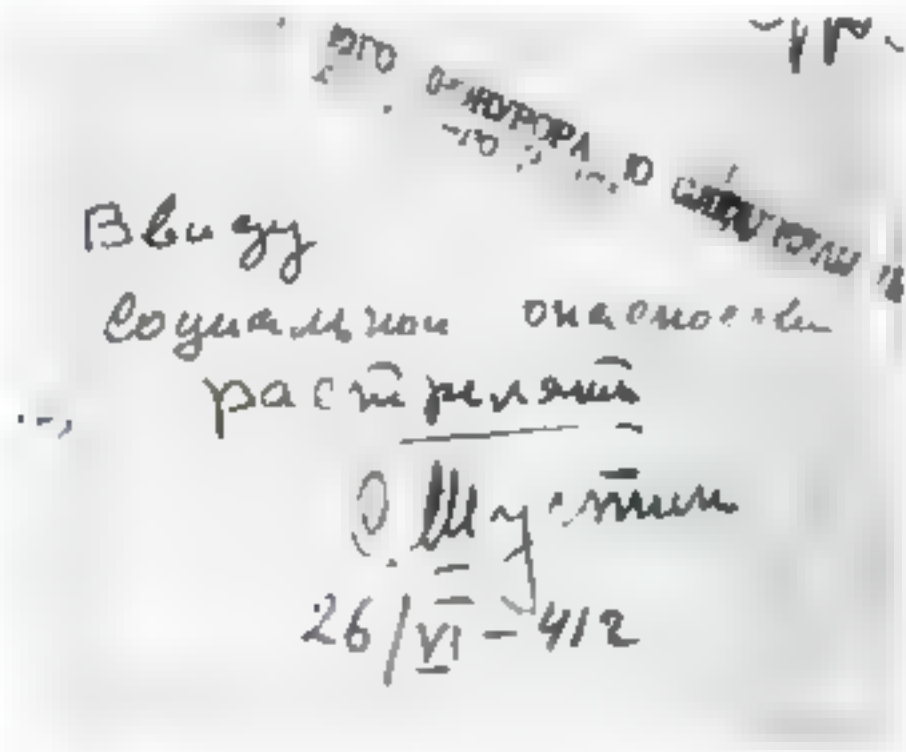
23 The press went early into uniform. Above are newspapers in Latvian, Russian and Yiddish, once as diverse in viewpoint as in language but now all proclaiming "hail our protector, great Stalin."



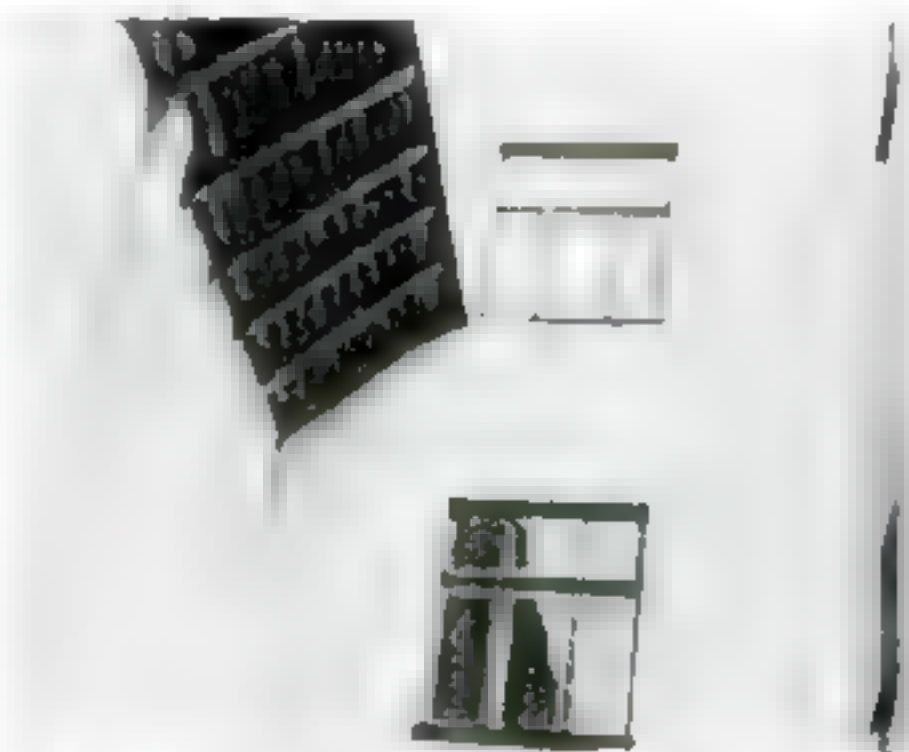
24 The new lesson for this girl is in Russian, once spoken by only 10% of Latvia. Here she writes the words of a Soviet hymn Paul Robeson was singing in America "... how wide is my country."



28 The eternal victim of war drags herself and her possessions through the streets of Riga. The city suffered heavy damage as the Russians left and the first units of the Wehrmacht arrived.



29 After the Soviet forces fled, a list of 74 names was found with the handwritten order in Russian: "In view of the social danger, every one to be shot" signed S. Shustin, NKVD chief in Latvia.



30 Torture house was the Latvian Ministry of the Interior used by the NKVD as its headquarters. Ramp at left was built to prevent men in death cells above from jumping to unplanned ends.



31 In the brief interval between the Nazi and Red terrors the Latvians dug up graves in Riga prison yard. They found bodies of 99 persons who had been executed by the Red secret police.



32 The dead in groups lie in Baltezers Park. About 1,000 of the 6,100 Red executions took place just before Nazis arrived, when fear drove the Soviet execution squads into frenzied killings.



33 Memorial services for executed are held by Lutheran archbishop Teodors Grinbergs in Woodpark Cemetery. Lutherans, Catholics and Jews all received equally horrible treatment from Reds.



34 In departing the NKVD left a litter of empty vodka bottles in their headquarters—mute witnesses to happier days when a Red cop could relax. Telephone connects with torture cells below.



35 The victorious Germans were greeted as liberators when they reached Riga. While many a Latvian had his reservations about Hitler, it was believed that he could not be worse than Stalin.



36 Final gesture came when the old republican flag was hopefully paraded with the swastika. But Germans proved as bloody and ruthless as Reds—who returned in 1944 to re-establish their rule.



TRAIL REACHED DETROIT last week as a woman, protected by a screen, explains to counsel James McTigue that she was shipped to a Communist camp and forced to work 10-hour days on a

starvation diet. Later German officers showed her graves of people killed by Reds and asked whether she could identify any of the dead. She escaped to America. Few of her friends were as fortunate.

4-MINUTE MAIN DISH that's always welcome!
Good Hot

Soup for Lunch

CAMPBELL'S GREEN PEA SOUP
Corned Beef, Cheese & Onion Sandwich
Tea



Delicious...nourishing...easy!

What tastes better or picks you up faster after a busy morning than a bowl of good hot soup? No wonder soup is a top favorite lunch dish! It's nourishing...thrifty...easy. And 21 delicious Campbell's Kinds to choose from...a different soup every day for 3 weeks! So start *today*...enjoy *soup for lunch*!



Campbell's SOUPS

"Keep a full SOUP SHELF for easy hot meals!"

"For cold-weather lunches I usually pick a soup and plan a meal around it. I keep the family's favorite soups always on hand. And of course I'm *never* without Tomato and Cream of Mushroom—I use them so much in my cooking."

Make a change for the
better...give Paul Jones!



Smooth, flavorful Paul Jones makes the most wonderfully mellow Tom & Jerry you ever tasted. You'll find the recipe on the back of the handsome Paul Jones holiday gift carton.

Frankfort Distillers Corp., N.Y.C. Blended Whiskey. 86 Proof. 72½% Grain Neutral Spirits.

LIFE ON THE NEWSFRONTS OF THE WORLD

A king thwarts Reds at the Nobel ceremonies, Gouzenko talks, 198 women faint at cowboy's casket

A kingly burst of applause chopped off a Communist attempt to break up the presentation of the 1953 Nobel Peace prize to U.S. General of the Army George C. Marshall, the author of the European Recovery Program. When Marshall arose at the solemn ceremonies in Oslo, Norway to accept the award, three Communist youths who were stationed in the gallery started yelling, "We protest," "No!" and showering the hall with hundreds of propaganda leaflets. Acting quickly, 81-year-old King Haakon VII, seated in the front row, leaped to his feet and started vigorously applauding Marshall. As the Communists were hustled out, the audience joined in with the greatest ovation ever given a Nobel prize winner.



ANTI-MARSHALL BANNER IN OSLO HALL

President Mohammed Naguib of Egypt decreed that any man caught flirting with a woman on Egyptian streets be jailed for one week. Second offenders will get six months. Flirting with a woman in public, said Naguib, is a habit of "ill bred men," besides being "a symptom of moral disintegration."

Gouzenko tells how to lure Reds

Igor Gouzenko, who in 1945 exposed a Soviet spy ring in Canada, agreed to talk with Senator Jenner's Internal Security subcommittee in Canada. In a preview of his testimony given to a reporter for the *New York Times*, Gouzenko said he would tell the subcommittee he is certain that Soviet spy rings were continuing to operate in North America and that if the will were there they could be broken or at least effectively weakened. He said he would recommend a package plan to help lure spies away: (1) give citizenship to every "escapee" who brought valuable documents on Communist spy activities with him; (2) protect him for life, whether a pleasant or unpleasant person; (3) reward him financially; (4) find him a job to which he was best fitted and (5) give him a document in which the government acknowledged his services, entitling him to the assistance of all citizens.



DELLA WRIGHT, 16; MRS. McKEON, 68

A picture brings \$500,000

A picture of herself as a 13-year-old girl with high white collar and golden hair brought a \$479,730 tax-free inheritance to a 68-year-old St. Louis woman who was being supported by her \$62-a-week electrician son. The old photograph of Mrs. Della McKeon turned up during a two-year, 48-state search for the heir of her Pittsburgh aunt whom she had not seen since before the turn of the century. The aunt had married wealthy, then died without naming an heir. Mrs. McKeon identified both the picture and the handwriting on the back, "... from Della—Happy Xmas—Happy New Year 1900."

President Eisenhower appointed five men to look into the activities of people who are trying to do something about the weather. The Advisory Committee on Weather Control will attempt to determine whether seeding clouds with dry ice to bring rain (*LIFE*, Feb. 20, 1950) and other tinkering with the weather would either help the national interest, such as by making the crops grow, or hurt it by causing "catastrophic droughts, storms, floods."

Mass grief for a Latin Aulry



JORGE NEGRETE

to Latin America. In Bogotá, Colombia, a 16-year-old girl, merely hearing he was ill, committed suicide. In Mexico City lines trudged for 27 hours past his glass-topped casket and 198 women fainted. After his funeral two women took poison and 67 went to the hospital in a hysterical condition.

In Middletown, N.Y., a truck carrying 15 tons of molasses hit a utility pole and a fire hydrant shutting off the town's electricity and water. Molasses flooded the street, traffic jammed and a rescuing tow truck got stuck in syrup before work crews unglued things by sanding down the street.

The French evacuated Laichau, capital of the Thai region of northwestern Indochina, leaving it to the Communist-led Vietminh without a battle. A temporary capital was established at Dien-bienphu, 25 miles south, which the French had just taken in a bold parachute attack (*LIFE*, Dec. 14).

White House mail (continued)

Senator McCarthy's plea to all citizens to wire or write President Eisenhower urging a cut-off of U.S. aid to nations trading with Red China has produced 50,000 letters and wires to the White House. The telegrams, which earlier had mostly favored McCarthy, now favored the President by a slight margin. The letters, which were still coming in, favored McCarthy.



Shaking dice or matching coins to see who pays for the drinks or lunch is not a criminal act, a New York court ruled in dismissing charges against a barkeep who kept dice on hand for this purpose. Citing the cartoon "The Timid Soul" (above), Magistrate Hyman Bushel noted, "Knowledge of this prosecution would have amply justified his (Mr. Milquetoast's) timidity."

A journey for Richard

"Fighting for my son's soul," Mrs. Portia Howe, an Alden, Minn., farmer's wife, flew to the Far East to bring him "back to his senses and back home." Her son, Pfc. Richard Tenneson, 20, is one of 22 American PW's in Communist hands who have refused repatriation. Mrs. Howe's journey into hope was financed by neighbors' contributions and some \$1,800 in U.S. war bonds bought with money sent home by Richard. But arriving in Tokyo she was told by Far East Commander General John E. Hull sympathetically that he was not authorized to let her go to Korea, where she would also have to get permission from Neutral Repatriation Commission to see Richard. "I will wait and pray," said Mrs. Howe, remaining in Tokyo as the deadline of Dec. 23 for explanations to the Americans drew near.



SMOKING MACHINE pulls on 60 cigarettes in front of Dr. Everts Graham, who, with his collaborator on the mouse cancer research, Dr. Ernest Wynder, perfected the robot. The automaton simulates the smoking manner of humans

and is a controllable means of collecting smoke residue for animal tests. *(bottom)* Gas burners light 20 cigarettes at a time and a vacuum pump creates 18-sec. inhalations. Tar smoke flows down into condensation flasks cooled by dry ice



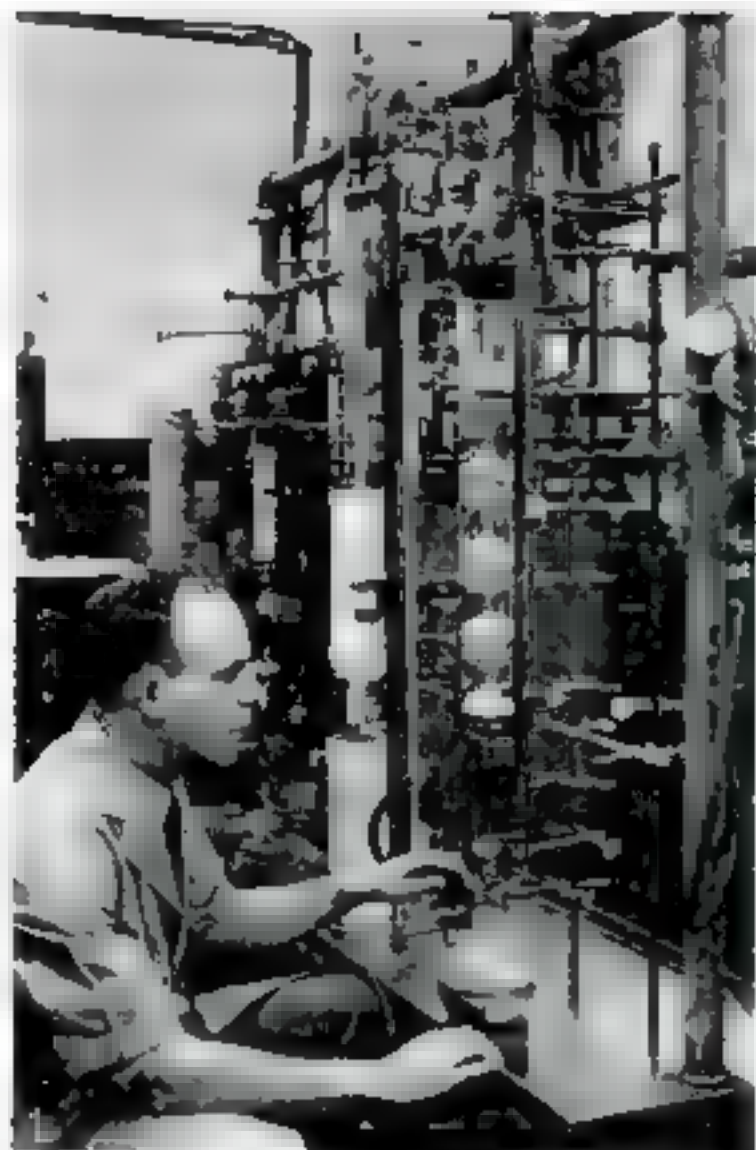
CONDENSED SMOKE collected in flasks is examined by Researcher Adele Croninger. Constituents of the tar include minerals, waxes, alcohol, nicotine.



SOLUTION OF SMOKE from gummy residue is painted on the shaved back of mouse. Surface skin tissue is somewhat similar to internal lung tissue.



RESULTS OF PAINTING are tumors which at first are benign (*right*), then become malignant (*left*). Painting period corresponded to 30 years in man.



ISOLATING INGREDIENTS of cigaret smoke, a chemist at American Tobacco Co. lab collects each in vertical series of flasks.



TAGGING PRODUCTS of tobacco smoke with radioactive carbon, scientists at the Medical College of Virginia hope to find out what parts of the body each component affects and in what way they are affected.



SURVEYING INCIDENCE of lung cancer in smokers. American Cancer Society files questionnaires on 200,000 U.S. men.

SMOKE GETS IN THE NEWS

Doctors report tobacco tar induces mouse cancer, note rise in cigaret use and human lung cancer

Last week American smokers pricked up their ears at a piece of medical news that caused a rash of frightening statements from eminent doctors attending the Greater New York Dental Meeting. Cigaretts, smokers heard, had for the first time been shown to be capable of causing cancer. While most smokers merely puffed thoughtfully, tobacco stocks dropped, cigaret substitutes did a brisk business and scientist countered scientist over the significance—if not the soundness—of the new discovery.

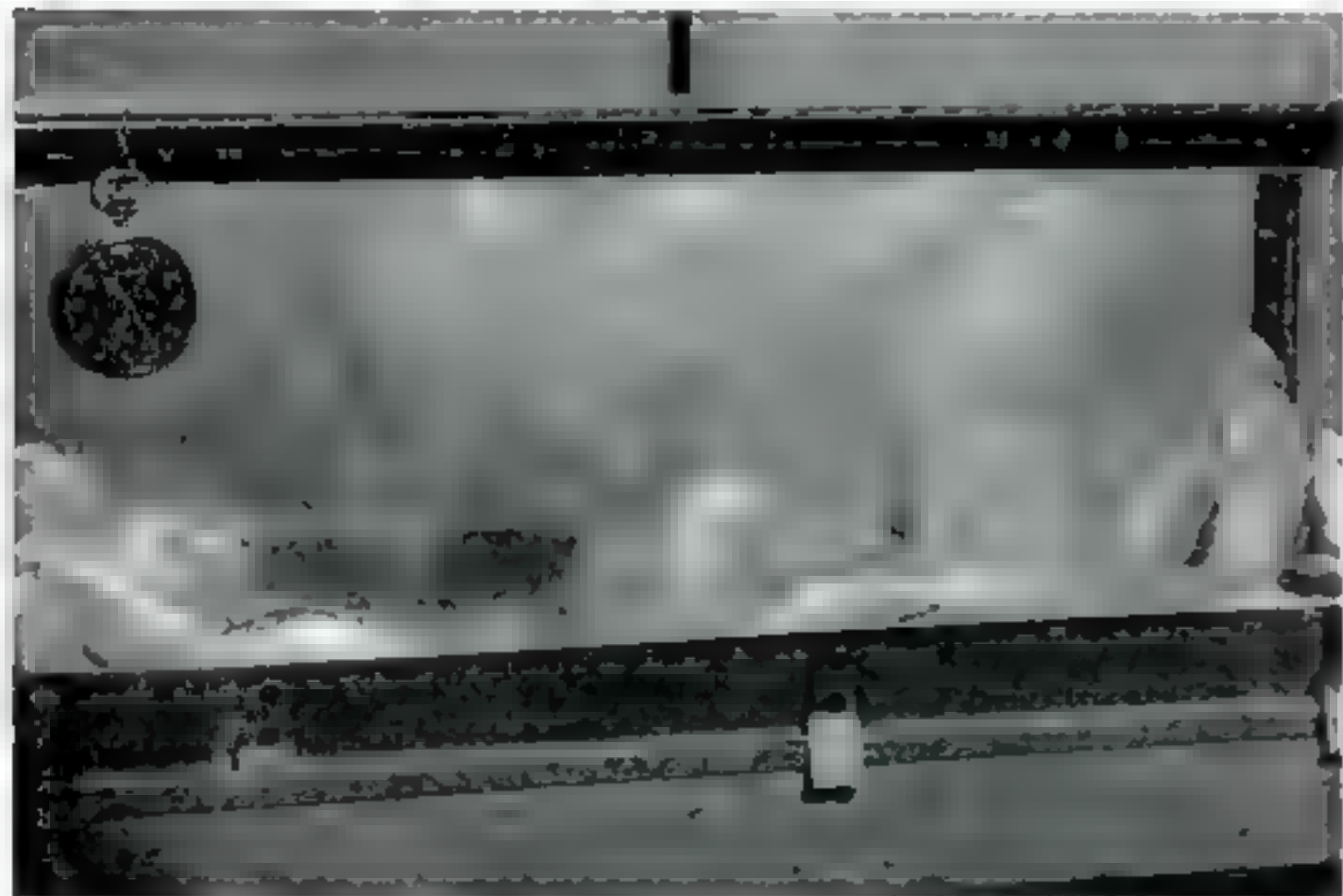
The cause of the current challenge to a major national habit was the discussion of research by Dr. Evarts Graham and Adele Croninger of St. Louis' Washington University and Dr. Ernest Wynder of the Sloan-Kettering Institute of New York. They had repeatedly painted the skins of mice with cigaret tar, inducing skin cancer in 44% of the animals. Startling in itself, the results gained impact

when New Orleans' famed lung surgeon, Alton Ochsner, brought forth statistics on human cancer to correlate with it. "Based on the number of people who are smoking now," he said, "I predict that in 1970 cancer of the lung will represent 18% of all cancer . . . one out of every 10 or 12 men." He pointed out, in passing, that the incidence of lung cancer is less in cigar and pipe smokers, who inhale less.

The statistics to which Ochsner referred are among those which sparked biological testing of tobacco three years ago. For of all diseases cancer of the lung is the fastest-growing cause of death in the U.S. In 1933, 3,400 people died of lung cancer; an estimated 22,000 will be dead by the end of 1953. Even allowing for a growing and aging population, the death rate due to this lethal illness has increased fourfold during the past 20 years. In seeking the cause of this medical mystery, doctors came

upon another sobering statistic: during the same 20 years U.S. smokers increased their cigaret consumption fourfold. Yet until the Wynder-Graham report, it could not be stated that any cigaret ingredient could cause cancer in a living creature.

The American Tobacco Company hastened to point out that tests on mice do not prove that tobacco can cause lung cancer in man. The figures on human deaths show that heavy smokers are likelier to get lung cancer in later life than nonsmokers (Wynder says up to 20 times likelier). They do not necessarily mean everyone should promptly stop smoking, for this might create nervous ailments in smokers who would feel they had lost a comforting relaxation. The research does indicate that the factor harmful to mice must be isolated, and to this end several medical teams, some aided by tobacco company money, are now working.



IN SMOKE CHAMBER mice breathe billowing cigaret fumes. Dr. J. M. Essenberg of Chicago Medical School found significant percentage of them got lung cancer, feels nicotine is culprit. Other doctors blame arsenic sprays used by growers.



SPLITTING TAR into fractions in search for cancer-causing agent is done at New York University, partly supported by the Runyon Fund. Tar is first dissolved in big flasks (right), then heated. Finally the ingredients can be drawn off separately.



Just
around
the corner!

Christmas is just around the corner and so is your neighborhood liquor dealer. And he has some mighty good suggestions for holiday gifts. One good example . . .

IMPERIAL

made by Hiram Walker
In an attractive gift carton. It's the best buy of the Big Four.

Blended whiskey, 70% grain neutral spirits, 85 proof Hiram Walker & Sons Inc., Peoria, Ill.



UNION GUNBOATS SHELL VICKSBURG RIVER FRONT IN 1863. COURTHOUSE (LEFT, REAR) WAS SLIGHTLY DAMAGED

THE WORST SINCE U.S. GRANT

Vicksburg's durable courthouse survives Yankee siege and twisting storm

On July 4, 1863, after 47 days of heroic resistance to Union siege and shelling, the starving defenders of Vicksburg, Miss. surrendered to General Ulysses S. Grant. The capitulation of the river port was a turning point in the Civil War.

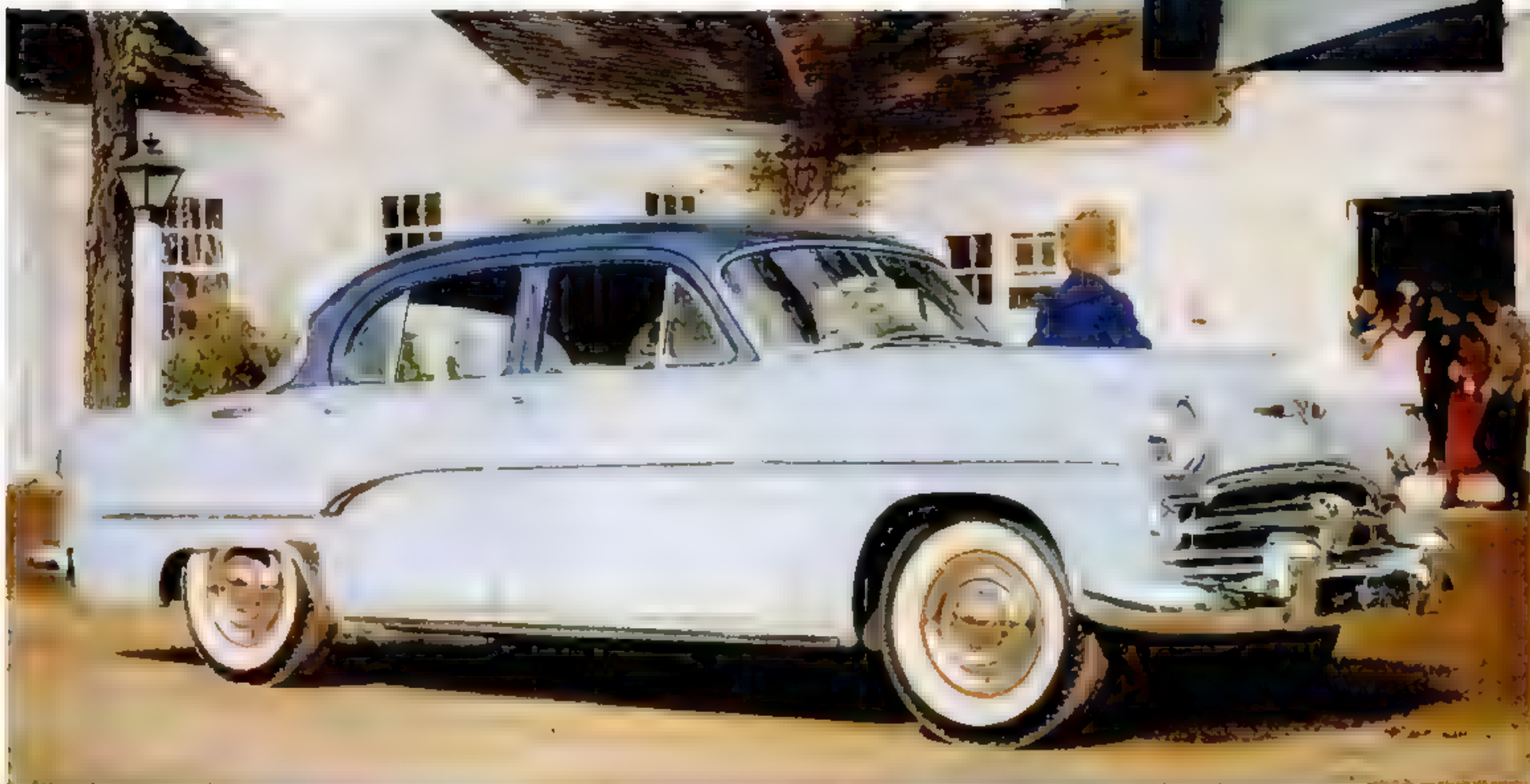
Last week Vicksburg suffered the second great disaster in its history. A violent tornado ripped through seven business blocks and a part of the old town

now crowded with Negro shanties, leaving 34 persons dead and 1,200 homeless and causing some \$25 million damage. Whole sections of the river-front area, which had been shelled by Union gunboats during the historic siege, were flattened. Vicksburg's Old Courthouse, which had withstood the Yankee shells, also withstood the big wind, escaping only with windows broken, part of its roof ripped away.

TORNADO LEAVES SWATH OF SHATTERED SHANTIES ON THE RIVER, BUT DOMED COURTHOUSE IS ALMOST INTACT



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DODGE ROYAL V-8 FOUR DOOR SEDAN

...Matched by more massive length and flashing style!

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You have seen Jacquard on treasured furniture, in lovely draperies and rich tapestries, and in a few models of far more costly cars.

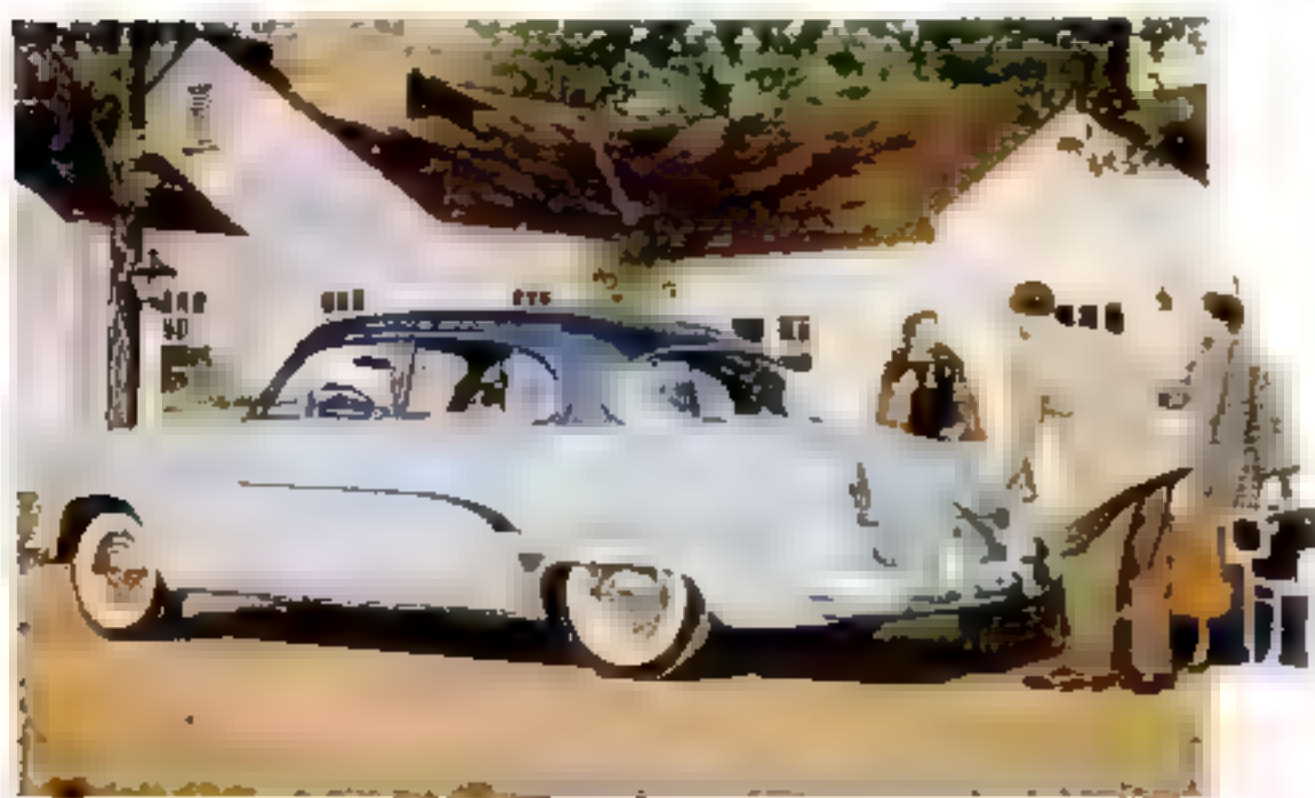
Dodge is first to offer this superb blending of color, pattern and texture in models priced just above the lowest price field.

Jacquard is a durable fabric, too. Slide in and out of your Dodge a hundred times, a thousand times—there is no sign of wear. Smudges wipe off, dust whisks away—and the beauty of

Jacquard stays bright, clear and fresh. You'll be proud of it always.

Lovely, yet practical! Richer-looking, yet durable! Truly, Jacquard is the fabric find of the year . . . and it's yours in exclusive new patterns in the elegant new Dodge for '54—the Dodge with more than ever before!

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dependable

New '54 **DODGE**

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Give cartons of Luckies this Christmas!
Luckies taste better...cleaner, fresher, smoother!



JOAN DIENER AS A NEGLECTED WIFE OF A FAT-HEADED WAZIR WHOOPS IT UP IN THE BAZAAR, SINGS ABOUT THE HOT TIMES IN HER HOME TOWN OF BAGHDAD

'Kismet' Goes Musical

Once in old Baghdad, according to a play named *Kismet*, there was a big fuss about a witty but penniless poet, his fair daughter, a rich bandit, a wicked wazir, the wazir's sexy wife, a lovesick caliph and no end of dervishes and slave girls. Forty years ago these ingredients made *Kismet* a notable hit with Otis Skinner as the

poet. Now *Kismet* is here again as one of the most sumptuous shows ever seen on the stage. The tunes, adapted from the music of Alexander Borodin, are enjoyably exotic; Alfred Drake plays Hagg, the poet, with high style—and *Kismet*, despite some slow moments, has given an unmusical season its first big musical hit.

THE MOST TREASURED

Gift

FIRST IN THE HEART OF A WOMAN—
FIRST IN THE MIND OF A MAN

*N°5
Bois Des Iles
Gardenia
N°22
Russia Leather*

PERFUME FROM \$7.50 TO \$300.00 PLUS TAX

ECHOED IN TOILET WATER, EAU DE COLOGNE

FACE POWDER, SOAP, BATH POWDER, TALC

FROM \$2.00 TO \$10.00 PLUS TAX



THE MOST TREASURED NAME IN PERFUME

CHANEL

'KISMET' CONTINUED



UNHAPPY HERO is cruelly trussed up by henchmen of bandit who bears him a grudge. By his wits the hero Hajj (Alfred Drake) not only placates bandit but also gets purse of gold.



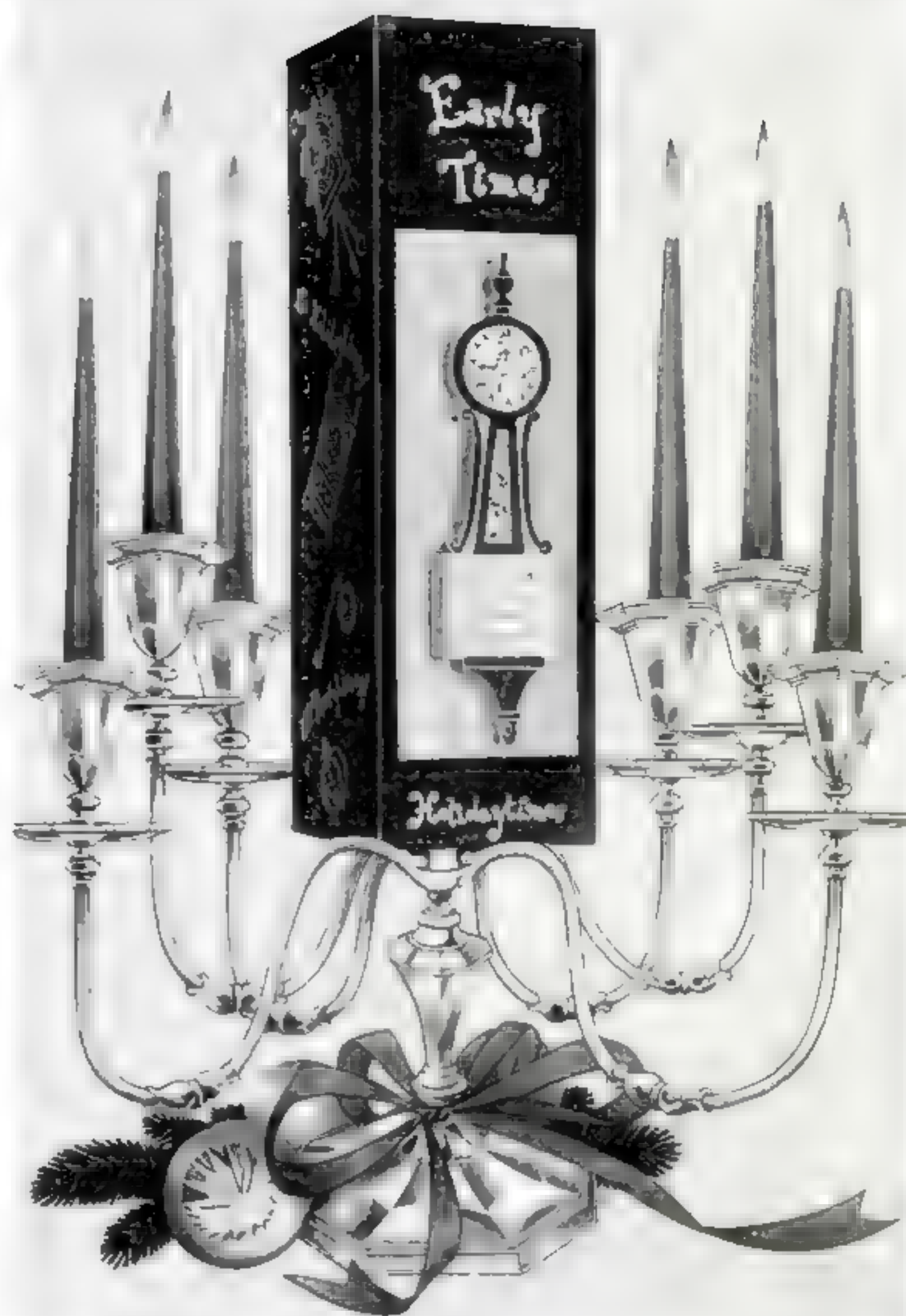
HAPPY HEROINE (Doretta Morrow), who is Hajj's daughter, profits by her father's sudden wealth, buys trinkets from vender and sings one of show's hits, *Baubles, Bangles and Beads*.





HAPLESS HAJJ is arrested by wazir (seated right) for possessing the bandit's purse. He sings himself out of trouble and into the affections of Lalume, the wazir's fascinating wife (reclining).

CONTINUED ON NEXT PAGE



SHINING SUGGESTION FOR A TIMELY GIFT...

Simply beautiful. Beautifully simple. And it's "pre-wrapped" for holiday giving. No wonder this dazzling new Early Times 3-D "Decorama" gift box steals the holiday show whenever you give America's leading premium straight whisky.*

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AT OR ABOVE ITS PRICE

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EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KY. • 86 PROOF





LOVE comes to Hajj's daughter, wooed by romantic caliph (Richard Kiley) singing *Stranger in Paradise*.



SOCIAL POSITION comes to Hajj, who admires himself in mirror after he has been appointed emir.



CHARMING COMPANY, headed by the wazir's wife, makes life rosy for Hajj, who sings praises of

Rahadlakum, a sweetmeat he holds in urn. At end wazir's wife is widowed and joins Hajj at oasis.



HELP YOURSELF TO GOOD CHEER

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more people than any other beer in history

Budweiser®
LAGER BEER

ANHEUSER-BUSCH, INC....ST. LOUIS, NEWARK and soon LOS ANGELES



IN ACADEMIC PROCESSION Salamanca's professors start from the town hall which is decorated with banners of the Falange, Spain, the city of Salamanca

and the immortalist Regentes. They wear the academic hats and processions: yellow for medicine, red for law, blue for letters and white for science.



COSTUMED STUDENT SINGERS PLAYING LUTES SERENADE VISITORS DURING THE FESTIVAL

Salamanca's Seventh Centenary

SPAIN'S OLDEST UNIVERSITY HAS BIRTHDAY

This fall scholars and educators from all over the world marched in bright procession through the narrow streets of Salamanca, Spain to celebrate the 700th birthday of one of Europe's oldest schools, the University of Salamanca. It was founded officially in 1254 and by the late 16th Century, when 8,000 scholars flocked to its law and philosophy courses from all over Europe, had become a renowned center of learning and religion. Columbus lectured there after returning from the New World. The students at Salamanca—who customarily were locked in a room without food or water for 24 hours while they wrote their final exams—were among the first to study the

new and controversial discoveries of Copernicus.

Since then, except for a brief period in this century under the dynamic leadership of Spanish Poet-Philosopher Miguel de Unamuno (*next page*), Salamanca has settled down to be a small local school, not a world university. It dwells with pride upon its great age and basks in the reflected glory of its distinguished alumni—including Miguel Cervantes, the creator of Don Quixote, Lope de Vega, Spanish classic dramatist, and St. Ignatius of Loyola, who founded the Jesuit order. A more recent alumnus is New York's ex-Mayor William O'Dwyer, who was a divinity student there in 1909 before coming to the U.S.




CROWD OF SPECTATORS massed against Salamanca's "New Cathedral," which was begun in 16th Century,

watch robed procession wind through city streets. Most were solemnly quiet, a few shouted, "Viva Salamanca."

CONTINUED ON NEXT PAGE

WHEN YOU
Over-Indulge
TAKE
PHILLIPS'
MILK of
MAGNESIA



TO SETTLE
UPSET
STOMACH
RELIEVE
CONSTIPATION

When you over-indulge in food or drink it often results in acid indigestion and temporary constipation. The double action of Phillips' Milk of Magnesia takes care of both... neutralizes the excess acid and relieves constipation. Gets you to feeling your old self again in record time.

Seen your
gift
counsellor
yet?



You'll find your neighborhood liquor dealer your best gift counsellor for last-minute shopping. One of his suggestions may well be...

HIRAM

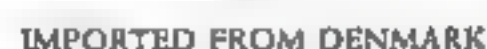
WALKER'S GIN

the gin that's made with Imported Botanicals. Imported Botanicals make the important difference in any gin drink your friends enjoy.

90 proof. Distilled from 100% American grain. Hiram Walker & Sons Inc., Peoria, Ill.

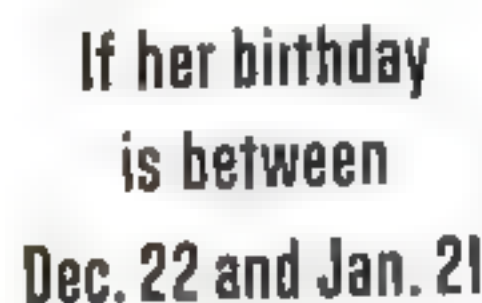


(say Kee-yaffa)



Its subtle tart-sweet flavor makes this Danish wine specialty a rare treat at parties, after dinner, any time. Distinctively packaged...an ideal gift!

CHERRY KHAFA—CHERRY WINE,
SUGAR AND NATURAL FLAVORS. IMPORTED BY
BROWNE WINERS CO., INC., NEW YORK, N. Y.



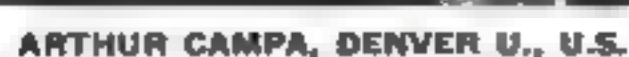
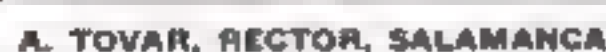
Born under Capricorn, she's outwardly calm. Inwardly demonstrative—as you'll see when you give her this Jewel Ego Clasp. Clasp with expansion bracelet. It has the heart that never breaks—the Dur Power Memory Spring. \$47.90

10-11-1994



PRAISE FOR A 'HERETIC'

As part of the anniversary celebration the university had planned to honor the memory of Miguel de Unamuno, a renowned philosopher who helped Salamanca retrieve some of its old prestige before he was dismissed as rector by Franco in 1936. But a few days before the festival a pamphlet was released calling De Unamuno a "heretic and a teacher of heresy": his nonconformist thinking offended the arch-conservative Spanish Catholic Church. The university abruptly canceled an official visit to Unamuno's grave and kept his name out of the program. In spite of this, visiting scholars, some shown below, sloshed through rain to lay flowers on his tomb. And in paying their birthday respect to the university the speakers, most of whom were Catholics, openly praised the dead philosopher.



of

**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF
WITH**



Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



A few drops of O.T. (OTC) bring blessed relief from tormenting pain of ingrown nail. O.T. (OTC) toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. O.T. (OTC) is available at all drug counters.



AVOID accidents, scrapes, scratches!
KNOW your distances when parking!
AND distinctive styling to your car!

Handsome gold angle mounted in gleaming chrome
not easily bent under any driving conditions! Wilco
"Golden Eagle" Tender Guides show the way! Designed
by the makers of Wilco Exhaust Extensions, Turn
Alarms, and chrome accessories. At performance yards
everywhere. Ask for the limit! Ask for Wilco.

WILCO COMPANY BOSTON 15, MASS.

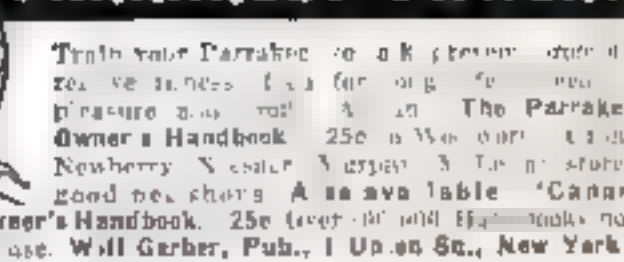
OVERSMOKING...

**GIVE YOU HEARTBURN,
ACID INDIGESTION?
GET FAST RELIEF WITH**

TUMS



PARRAKEET OWNER?





"The Same to You...and Many of Them"

BLACK & WHITE • BLENDED SCOTCH WHISKY 86.8 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS



THE SHADOWY BLUE COLD of Annapurna's avalanche-ridden slopes shrouds two men of the

French Himalayan expedition coming toward one of five sub-camps established along the ascent route.

TRAGIC STUDY IN

French movie tells of victory

A bitter record of the price paid by two indomitable men for a historic achievement has just reached the U.S., three and a half years after that exploit took place. It is the film *Annapurna*, stark chronicle of how these two, Maurice Herzog and Louis Lacombe, topped a peak over 26,000 feet high for the first time in history. Herzog's feat was reported in *Life* (July 9, 1951) and in a best-selling book. Yet it remained



HERZOG'S FINGERS, frozen when he lost his glove, became so badly damaged he must be amputated.

← EXHAUSTED, LEADER HERZOG REACHES CAMP II





THE WATERY GREEN HEAT of the Nepalese jungle at Annapurna's base swallows up barely-alive

Herzog, who with gradually decaying toes and fingers and septicemia faces two more weeks of ordeal.

BLUE AND GREEN

and grim retreat on Annapurna

for the film to make chillingly vivid the conquest of 26,496-foot Annapurna in the Himalayas, and the far more difficult, mishap-ridden return. Shot in Technicolor, the film takes the party of French Alpinists and Sherpa aides on a desperate retreat almost fatal to injured leader Herzog (*left*)—down from the blue ice of Annapurna's steep sides and through the steamy green jungles that led to safety.



CUP OF SOUP is given Herzog. He was so near death that descent had to be delayed a day here.



CAREFULLY BUNDLED UP on the *crochet* (a wooden-framed rescue pack), Herzog is carried by

Nepalese native over 5,000-foot ridge which separates the Annapurna base camp from outside world.

Need some wise
gift counselling?



Your local liquor
dealer has some great
gift suggestions. For example...

Walker's DeLuxe

specially elegant in its Hospitality
Decanter (at no extra cost).

Straight bourbon, 6 years old, 90.4 proof,
Hiram Walker & Sons Inc., Peoria, Ill.

For Colds lemon and soda

The juice of a lemon and $\frac{1}{2}$ teaspoon
of bicarbonate of soda (baking soda)
in a half glass of water is an excellent
neutralizer . . . helps reduce acidity.
Liquids aid in reducing cold discom-
forts so take lemon and soda several
times a day. See if it doesn't help you
feel better! Just two teaspoons of
soda in a glass of water makes a sooth-
ing gargle, too.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking
Soda are pure Bicarbonate of Soda, U.S.P.
Write for **Free Booklet** on soda's many uses
to Church & Dwight Co., Inc., Dept. L-12,
70 Pine Street, New York 5, N. Y.



ON A DETOUR caused by monsoon swollen streams, the retreat party, with Maurice Herzog on the first litter, Louis Lachenal following, winds wearily for days through the Nepalese valley of Andhu Khola on its way out to India.

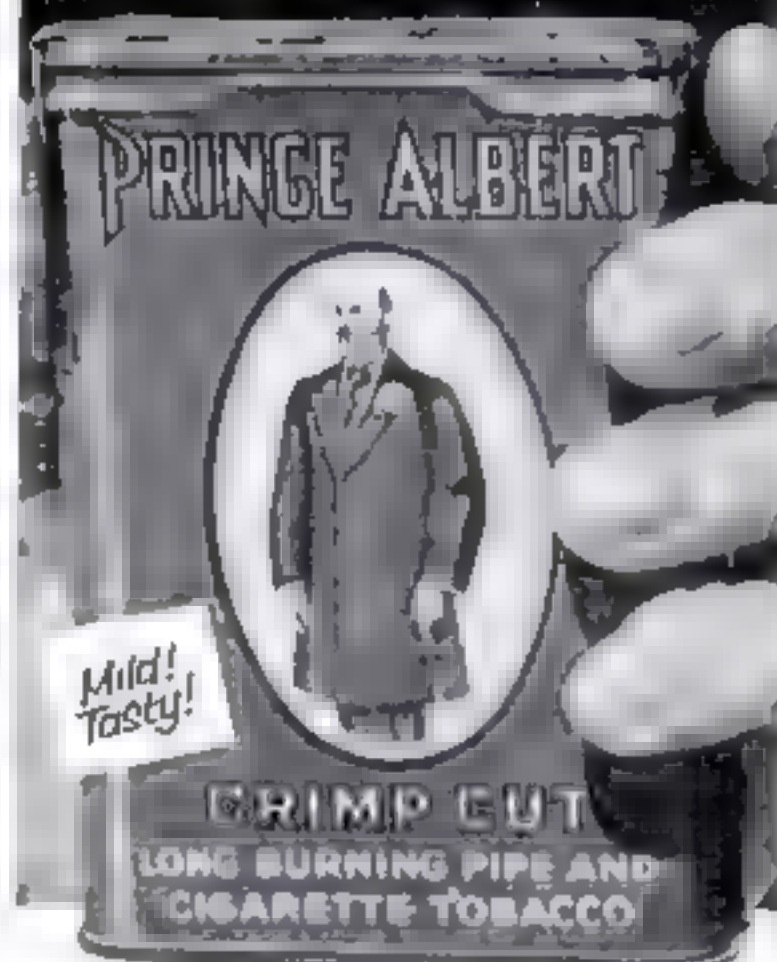


SILVER-DECORATED SWORD is shown to bandage-swathed Herzog and Lachenal, the two who reached the top. Sword was a gift from the suba (chief) of Tukucha village whose messenger had walked three weeks to present it.



MEDAL FOR VALOR, the Gurkha medal of the Strong Right Arms, is presented to Herzog by the prime minister of Nepal (since deposed) in the capital, Katmandu. Sixty pounds lighter, Herzog has already begun his recovery.

Now
more
tobacco
in every
tin!



MORE MEN SMOKE

Prince Albert

THAN ANY OTHER SMOKING TOBACCO
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



For
your pet's
Christmas
Stocking

Krispy, **K**runchy

Kliz DOG CANDY

A new treat to delight your dog

The day will be gay for sure, when
your dog—or cat—tastes KLIZ!
Made without sugar. Veterinarian-
approved ingredients build energy,
special shape aids chewing. Say
"Merry Christmas" with KLIZ!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT

*Holiday
beers*



Just what you need to brighten your holiday scene . . . these great Canada Dry traditionals. For they mix well . . . in any company, in any highball. You can pay your guests no finer compliment than to serve them "The Champagne of Ginger Ales" and "The World's Most Popular Club Soda." It's merely a matter of good taste . . . your own and the good taste which Canada Dry gives your drinks. Happy holidays!



3 convenient sizes

★ Every Christmas...
AMERICA'S FINEST GIFT WHISKY



ONLY THE FINEST IS FINE ENOUGH FOR CHRISTMAS

Give **Seagram's**

Available in hand-selected gift cartons where regulations permit.



and be **Sure** of the finest

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM DISTILLERS CORPORATION, CHRYSLER BUILDING, N. Y.

NOW—PERFECT RICE INSTANTLY

Only rice
of its kind—
just add to
boiling water!

MINUTE
BRAND
RICE
PRE-COOKED

PERFECT
EVERY
TIME



No washing! No rinsing!
No draining! No steaming!

Yes—you simply pour Minute Rice into boiling water to make the finest rice a woman could ask for—every grain snowy, separate, delicious! And this amazing pre-cooked rice comes out perfect every time! Leaves no sticky pans to scour . . . costs just pennies per serving . . . and the best buy's the big economy size. Try it!

Festive Fare . . . a Cinch to Fix! **MINUTE RICE WITH BAKED HAM**

Make it a white, wonderful Christmas season—with rice that's whiter and fluffier than you ever dreamed you could fix! It's a busy-season blessing! To feast 4, just add 1½ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover and remove from heat; let stand 13 minutes. That's all!

Minute Rice is magnificent with ham, a treat with turkey—holiday fare any way you serve it! Look for quick, slick recipes on every package . . . for casseroles, one-dish meals, desserts. Only Minute Rice makes 'em!

A Product of General Foods



ENCRUSTED WITH MARINE GROWTHS, BRONZE STATUE REVEALS BEAUTIFUL, SORROWING EXPRESSION OF GODDESS MOURNING HER DAUGHTER, PERSEPHONE

Shipwrecked Goddess

AEGEAN YIELDS A BUST OF DEMETER

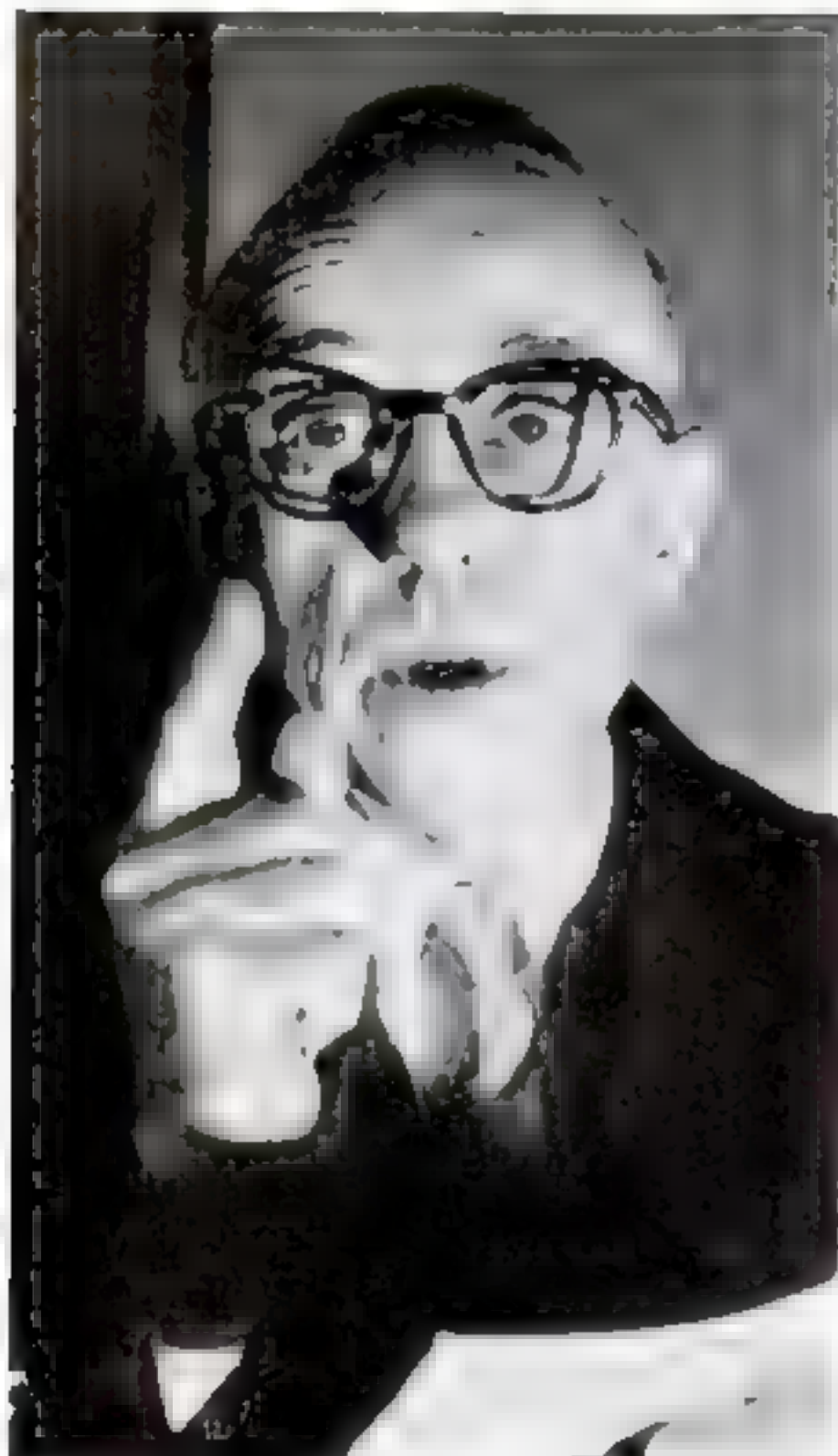
A few months ago, sponge fishermen near the island of Rhodes came up with an unexpected find. Dripping with seaweed was a rare bronze bust of the ancient Greek goddess Demeter, ruler of earth and agriculture. For more than 2,000 years she had lain in the Aegean Sea, the victim of some unchronicled shipwreck. Experts believe she was cast by a Greek sculptor in the fourth century B.C. and was on her way to a city in Asia Minor when she was lost at sea. Although her head is damaged and the rest of her body has vanished, the goddess escaped the fate of other ancient bronzes which in later centuries were melted down for weapons.

STATUE WAS BROUGHT ASHORE NEAR TOWN OF BODRUM



PLEASE REMIT

The collector cometh...



*Now, about this bill for \$34.50.
Why haven't you paid it?*

By ROBERT WALLACE

EVERYBODY knows what happens on the night before Christmas. Santa Claus is up on the roof with a bag full and there are a lot of reindeer clomping around up there and the children are all excited. But what happens on the night after Christmas? Clement Clarke Moore, who wrote *A Visit from St. Nicholas*, apparently never even gave it a thought, although there are a great many people who are vitally interested. These are the people who will have to pay the bills.

The Bill Payer goes nervously to bed and lies there in a cold sweat, terrified of hearing hoofbeats on the shingles. At length he falls into a twitching doze and dreams that he hears unearthly music—Gimbel bells, Gimbel bells, Gimbel all the way—and he sees Mr. S. Claus approaching, wearing a frown and a conservative business suit this time, and carrying an empty bag to put the money in. He hears Mr. Claus grimly urging the reindeer, "On, Bergdorf! On, Goodman! On, Neiman and Marcus!" and he groans in his sleep. It is a pathetic thing.

The Bill Payer's brain is full of vague but powerful fears, strange, haunting phrases like "personal credit rating," "please remit," "drastic action." The Bill Payer does not really know how a professional bill collector (like Walter Muller, whose technique is

shown on these pages) operates, but supposes that he operates the way a king cobra does. The Bill Payer expects the worst, dreads the worst but does not know what the worst really is. Thus he has all the ingredients for a prodigious nightmare.

But, because Christmas stories ordinarily have happy endings, the nightmare does not



*I see. You haven't any money.
Whose Cadillac is that outside?*

occur. Instead, Mr. Claus draws up a chair, sits down beside the Bill Payer's bed and begins to talk in a soothing tone. "I understand," he says, "that you have done a great deal of Christmas shopping and have run up quite a score at the local stores. I also understand that you are worried about paying your bills, and about what happens when you don't. Therefore I will now deliver a brief lecture on the subject. It may make you feel better." The rest of this article is, in effect, that lecture.

You have heard the term "credit rating" but do not think that you have one. Your own financial affairs, you feel, are too trifling. Credit ratings are for bankers and big businessmen—not for anyone who would actually stoop to pick up a 50¢ piece in the gutter—and are kept somewhere in Wall Street by a company called Dun & Bradstreet Inc. To some extent that is true—Dun & Bradstreet is an old and famous credit-rating house, but it rates companies, not individuals, except in cases where the individuals are the heads or owners of companies. Personal credit ratings are quite

another matter. No matter how obscure you are or how little you earn, you probably have one.

Personal credit ratings or files are kept, in each city and sizable town, by small bureaus which are like branches of the FBI. Some 1,700 of these are linked together in an immense organization called A.C.B. of A., or Associated Credit Bureaus of America. A.C.B. of A. straddles the North American economy like an octopus with a 3,000-mile reach. Every day it thrusts inquiring tentacles into the wallet-pockets of innumerable unsuspecting individuals, and whenever a



*You never got the bill? Who signed
for that registered letter, hmm?*

tentacle lifts out a tidbit of interesting information, that information is filed and never forgotten. A.C.B. of A. alone maintains files on 70 million people; other personal credit houses keep track of many millions more. These files, as far as the individuals listed are concerned, are highly secret, but they are readily available to hundreds of thousands of stores in every part of the U.S. and Canada.

Such news will make even the head of the Soviet secret police gnash his teeth in envy. Naturally it will also give you a passing twinge. But almost immediately you will begin to rationalize. What can the files actually contain? Name, address, employer. Perhaps a few other general facts. But not—surely not—the intimate stuff.

Hah.

Here is a specimen report from one of the

NOW IS THE TIME TO LEARN HOW CREDIT RATINGS OPERATE BECAUSE IF CHRISTMAS COMES, CAN BILLS BE FAR BEHIND?

member bureau of A.C.B. of A. It is unusual in that it concerns a man of considerable substance, and in that it was prepared for someone who wanted complete information, not merely a note stating whether the subject is a good risk or a stinker. (Ordinarily a merchant contacts his local bureau, asks whether John Doe is O.K. and gets a brief answer. If he wants more he can have it.) Otherwise it is precisely the sort of report that could be, or already has been, written about you. Parts of the report, which covers two single-spaced typewritten pages, have been deleted, and the word "Blank" inserted at numerous points.

IDENTITY: Subject is 50 years of age, married, and has two grown children—a son, Ralph, a lieutenant in the U.S. Air Force, and a daughter, Millicent, who is married and resides in Cleveland.

He was born in Dubuque, Iowa, on Sept. 8, 1903, and his early life was spent on his

earnings are estimated at about \$4,500 per annum, and we are advised confidentially that his conduct was subject to criticism. . . . He and his wife lived somewhat beyond their means, being members of a local sporting set whose activities centered around the local country club. Excessive drinking, some social gambling and running expensive parties adversely affected both their financial position and subject's attention to his duties. . . . He left the company in July 1932 under a mutual agreement that a change of scenery would be favorable.

In August 1932 subject and one John R. Blank, a former classmate at Ohio State, formed a corporation known as the Blank Co. with headquarters in the Cleveland Trust Building, to manufacture and sell paper containers for milk and other beverages. John R. Blank invested \$25,000 in the enterprise and became president and treasurer; subject was given a small block of stock and made vice president in charge of sales. He continued in this capacity until June 1942. The corporation was successful and subject's income at the time he left the organization is reliably estimated at about \$12,000 per annum. During this time, subject's conduct was reported to have been exemplary; he paid off obligations which he had neglected,

subject during his early life. Cleveland police records show a disorderly conduct charge filed March 10, 1934, arising out of an alleged assault by subject on a companion in a tavern; this was dismissed. There are no other records located against him in that city or in New York City.

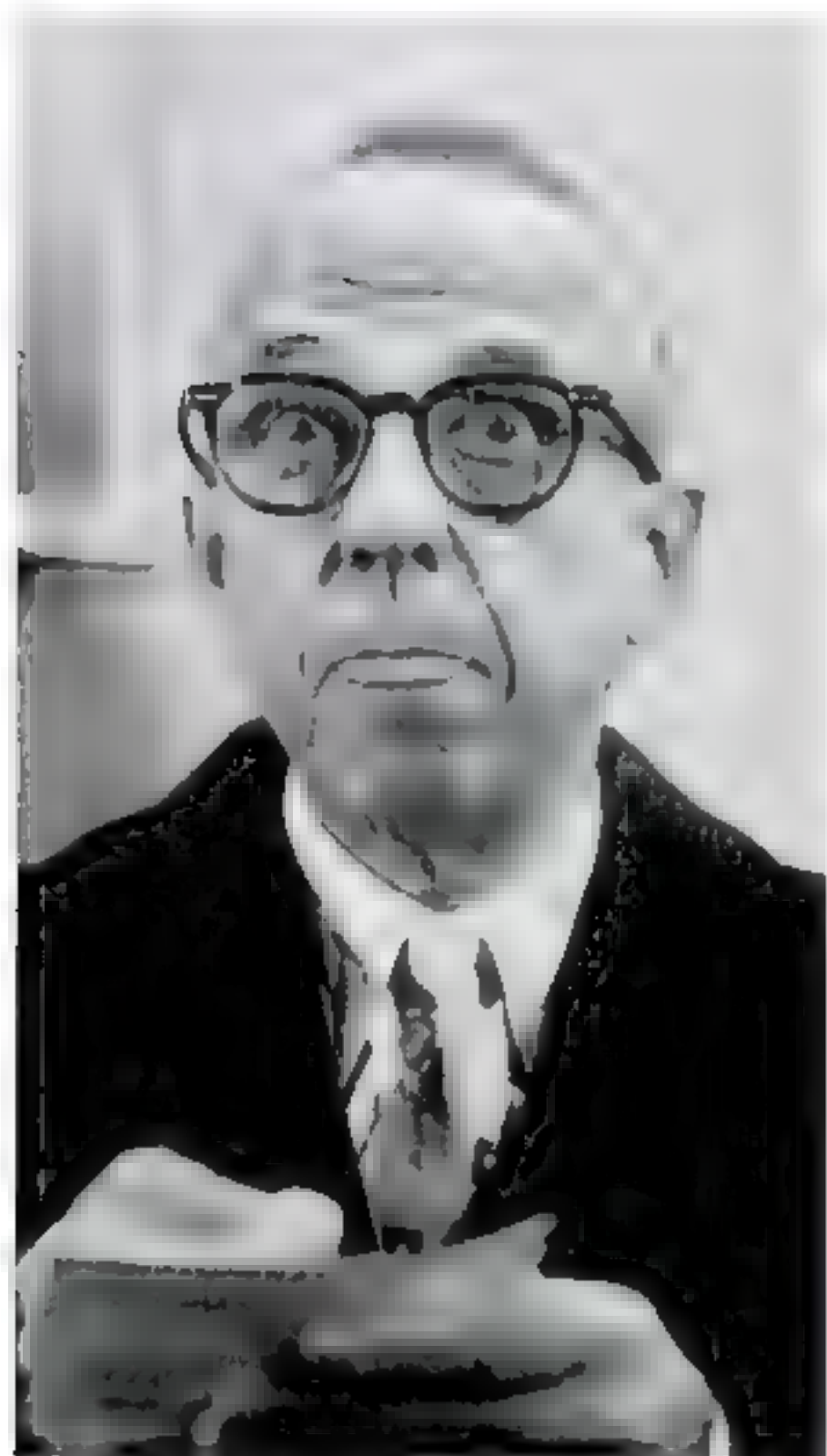
In 1942 subject came to New York City and assumed the position of sales director of the Blank Corp. . . . Subject still holds this position. He is highly regarded by his associates and is said to own considerable stock in the company. . . . His income is placed by reliable authorities at about \$20,000 per annum.

RESOURCES: Subject's net worth is estimated to be well in excess of \$50,000 and consists of the above mentioned stock, equity in his home at 1999 Blank Drive (valued at about \$40,000 with a mortgage of \$10,000), savings, and personal effects.

A local bank reports he carries a regular checking account, balances in low four figures, no loans have been requested, and all relations pleasant. His wife also maintains a moderate three-figure account.

PAYING RECORD: Reports from Cleveland in 1932 showed 10 accounts with high credits from \$10 to \$300, payments were slow and eight accounts were given to attorneys for collection; these were paid out in 1933 and no further activity experienced. Twelve New York stores carry his accounts currently, with high credits averaging about \$200-\$300, highest of record \$895, payment prompt in 30-60 days.

CONTINUED ON NEXT PAGE



You can't pay me, but you're going to Florida on vacation?

father's farm. He is a graduate of Dubuque High School. He attended Ohio State University and graduated with a B.S. degree in 1924.

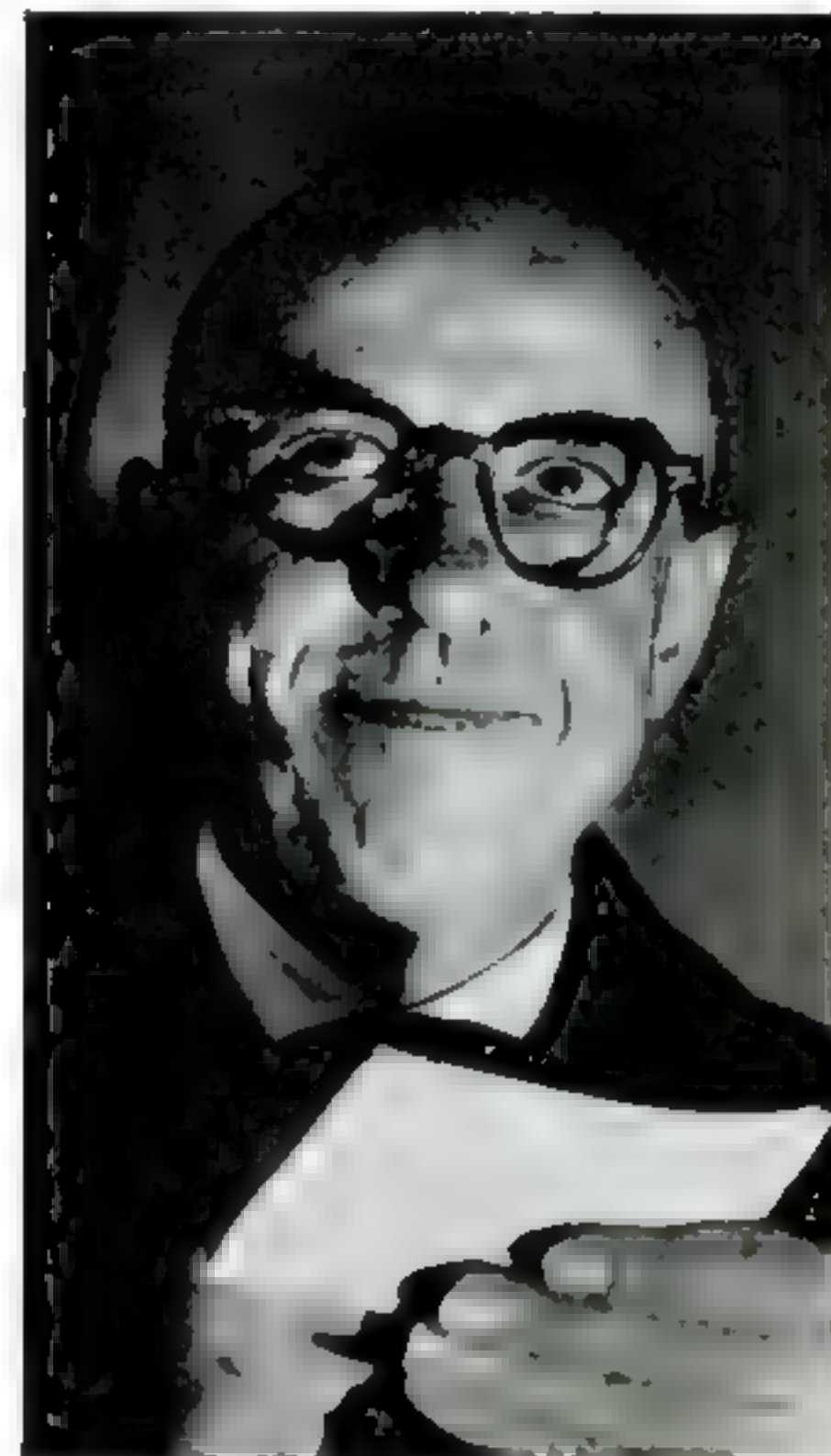
BUSINESS HISTORY: In 1925 Blank went to Chicago to take a position with the Blank Group Insurance Co. as a junior underwriter. He continued in this capacity until September 1927, when he was made assistant sales manager for the state of Ohio, and moved to Cleveland to take up his duties. . . . His



Thaaaat's better. Once you face up to the facts . . .

and owned his home free and clear when he left Cleveland.

A check of police records in Decatur, Ill. shows no arrests or complaints filed against



. . . you'll pay it off at \$2 a week and we'll all be happy.



Feed your dog like this Dash-fed champion!

Champion Ernsharkeburg's Stormson displays the alertness and graceful speed for which Doberman Pinschers are noted. His diet is a most important factor in maintaining his superb condition. That's why this champion is Dash-fed. Dash is fortified with liver, the richest of all meats in protein, vitamins and minerals. These essential nutrients are balanced with the proper amount of carbohydrates and natural fats to make Dash the *complete* dog food. Feed your dog Dash! Prepared under U. S. Department of Agriculture supervision.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company

Just a Friendly Reminder

—that this
and



We Don't Mind
Waiting —

run quite a bit beyond

Should You Find It Inconvenient

To pay this account in full just now —
a payment on account

HAS IT OCCURRED
TO YOU —



that your unpaid account is
being reported to the credit
bureau — and that you may
find it inconvenient to pay
this account in full just now —
a payment on account

Is there anything wrong —

with this account — any error — any
good reason for —

COLLECTION AIDS like the cards above are attached to overdue bills after two or three months. They are sometimes effective with debtors who can be

PLEASE REMIT CONTINUED

The report omits a few details: it does not say how Blank gets along with his wife or who really started that fight in the bar. But for most commercial purposes, it suffices. Moreover, if the inquiring merchant had requested some specific information—Does Blank still drink very much? Is he in good health?—the credit bureau could have obtained it.

How?

The methods are neither as complicated nor as sinister as a glance at Blank's report would indicate. Blank, like every adult American bill payer, lives on credit. Early in his life he went to various stores and opened charge accounts. When he did so, although he may long since have forgotten it, he gave the stores some of the information now contained in his report. He gave his name and his wife's name, his address and his previous address, the name of his employer, his position, length of tenure and approximate salary, his references. Possibly he listed his major tangible assets (house, car, investments) if he had any at the time. Surely he gave the name of his bank and the kind of account he maintained. Blank blabbed.

At this point you may feel a sudden gust of hope. You have never opened a charge account at any store. Therefore there can be no file on you. In a pig's red eye, as Winston Churchill might say.

There is a file if you have ever bought anything on an installment plan. There is a file if you have ever applied for a mortgage or borrowed money from a bank or a finance company. The chance that you do not have a file is very small.

After Blank supplied the skeletal information, the stores forwarded it to their local credit bureau. Thereafter the stores kept the bureau informed as to Blank's transactions, reporting that his charges averaged a certain amount, and that he took a certain length of time to pay up. But then Blank got into trouble and one of the stores blew the whistle. Blank is delinquent. Blank has owed \$116.50 for six months and shows no signs of paying. At this news, the credit bureau got in touch with all the other stores where Blank carried accounts, even those where his accounts may have been square. The question is not "Does Macy's tell Gimbels?" but simply "How quick?"

Is your bank an old gossip?

AFTER Blank became delinquent, the stores gave the credit bureau all the information they had about him. His references were checked and they talked about him. His bank was checked and it talked. (Depositors who have the quaint notion that their financial affairs are a secret between themselves and the bank should rid themselves of it. Next time you visit your bank, note whether that portrait on the wall is of Benedict Arnold.) In addition, the stores turned loose on Blank their own collectors, independent collectors, investigators and attorneys. Whenever any of them discovered anything significant about Blank, that too found its way into the hands of the credit bureau. Thus the skeletal information was

You Have Missed

—another payment on your account.

We dislike

Our Final Effort—

You cannot say that we haven't been fair and patient. We value your patronage and want you as a friend and a customer.

Past Due!

PROMPT payment of account is necessary to protect your credit.

Please!

enjoyed, and would be devastatingly so if the postal laws would permit creditors to fasten them on the outside of envelope rather than on the inside.

fleshed out in Blank's case, as it may be, or has been, in yours.

As Blank moved from Chicago to Cleveland to New York, applying for credit as he went, his file followed him. When he paid off his debts, the fact was noted. As he prospered, that too was set down. (Credit bureaus are as eager to file favorable information as unfavorable. When your bank or your business associates speak well of you, notice is duly taken.)

The fact that a credit bureau can prepare a report as complete as Blank's may seem frightening. Actually it is not, and you may come down off the chandelier. In the U.S. the accumulation of any kind of secret file is not considered dandy, but what is important is its purpose. Credit bureau files serve two purposes. They protect stores against deadbeats, which is in the end a service to you: the more deadbeats there are, the more the livebeats, like yourself, must pay for merchandise. Also, if you have a good credit rating or file, your financial life is far more pleasant than it would be if you had no rating at all. (Paradoxically, it is not good to try to pay cash for everything. Even if you have a vast supply of greenbacks, it is wise to carry some charge accounts. Some day you may be glad to have a good credit record.) With a good rating you can open an account almost immediately at any store in town, or you may travel hundreds or thousands of miles to a strange town and establish your credit within a couple of days or, if need be, within a few minutes. Of course the converse is also true. It is never cheaper to skip town than it is to pay your debts. Your debts will catch up with you in the next town.

Is your credit rating bad?

The chance that you have a really bad rating is smaller than you think. You must never suppose that John Wanamaker has forgotten the time in 1937 when you took five months to pay that bill for \$34.75. John will never forget until he reads your obituary, but he probably does not hold it against you. Of all Americans who carry charge accounts, or buy on the instalment plan, some 76% pay their bills when they are due. About 20% let them slide for 90 days. The remaining 4% take longer, sometimes much longer, but in the end they pay. Only about one half of 1% of those trusted on credit turn out to be deadbeats.

If you fall within the 4% who take more than 90 days to pay, you may be in trouble, but not necessarily. Everyone, at some time, falls deeply into arrears. Benjamin Franklin himself, while writing all those saws about prudence and thrift, used to let his bills slide for nine months. If you too have slipped once or even several times, your credit rating may still be all right, the determining factor being whether you made an honest effort to pay your back bills, did finally pay them and have since behaved fairly well. If you skipped town, or tried to deny that you owed the bills, or went into a suspicious-looking bankruptcy, or otherwise gave your creditors a particularly hard time, your rating, in one word, stinks.

The truth of the matter is, although most stores do not advertise the fact, that nothing serious will happen to you if you are delinquent for as long as 100 days, then pay up promptly. Credit is largely a matter of honor. When you applied for the charge account you agreed, although you may have forgotten it, to pay in

CONTINUED ON NEXT PAGE



"GIVE SMIRNOFF VODKA," says the Beard

"The men on your list *need* Smirnoff," says Monty Woolley, "to make the extra dry Vodka Martini... the Vodka Collins... Vodka and Tomato Juice and other favorite drinks. No recipes to learn. Just use Smirnoff in place of gin." Extraordinarily smooth, mellow and agreeable.

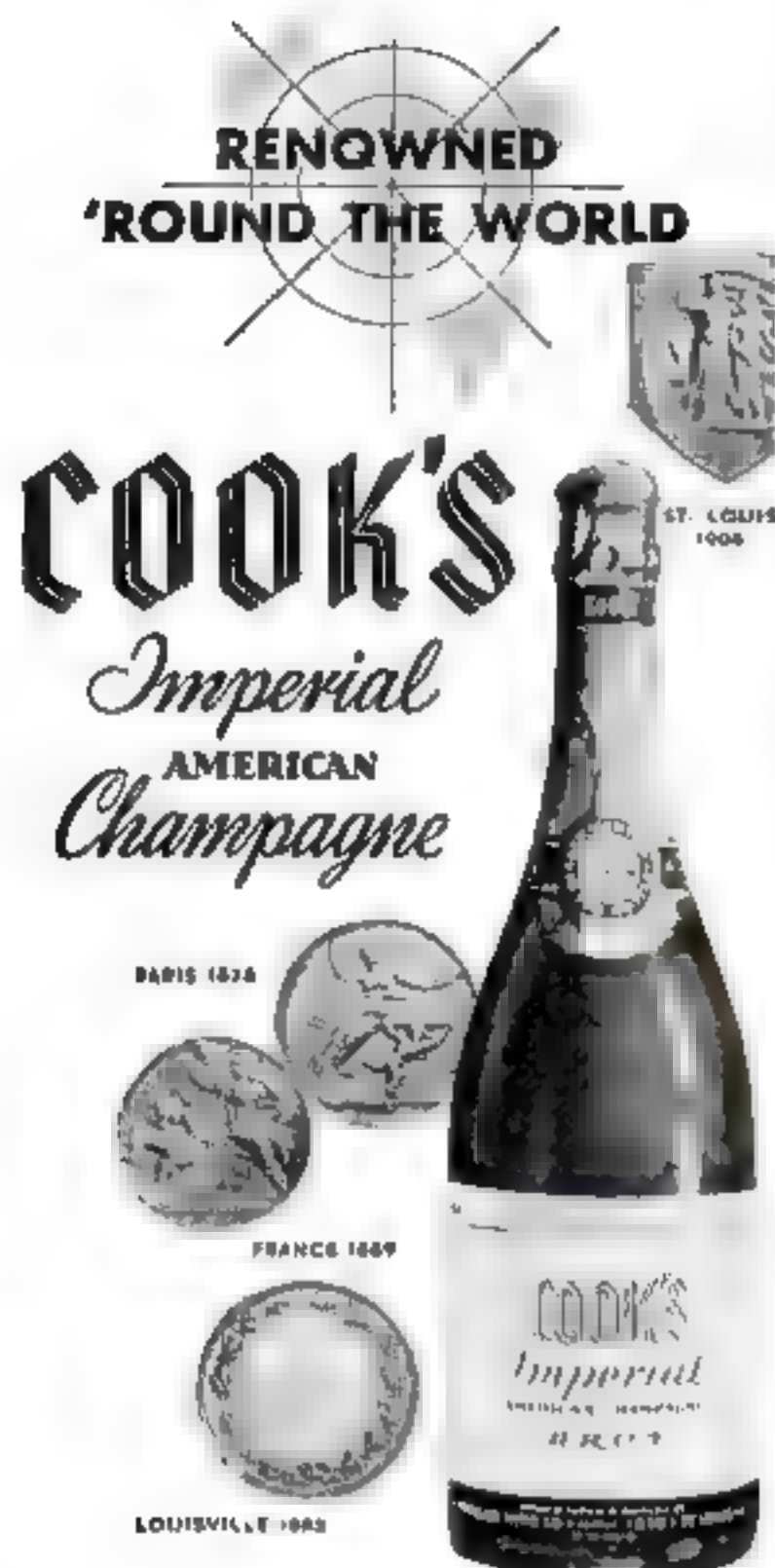
it leaves you breathless

Smirnoff
THE GREATEST NAME IN VODKA



80 or 100 Proof. Made from 100% grain neutral spirits.
Ste. Pierre Smirnoff Fls. Inc., Hartford, Connecticut.

**RENOWNED
'ROUND THE WORLD**



COOK'S
Imperial
**AMERICAN
Champagne**

PARIS 1878
FRANCE 1889
LOUISVILLE 1902

America's traditional
toast for over 100 years,
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.


**Christmas Cheer For
The Entire Family**

**FIFTH ANNUAL
LONGINES
WITTNAUER
CHRISTMAS
TELEVISION FESTIVAL**

LONGINES SYMPHONETTE
LONGINES-WITTNAUER CHORALERS
CORPS DE BALLET

CHRISTMAS AFTERNOON
FULL-HOUR PROGRAM
5-6 PM, EASTERN TIME
CBS TELEVISION NETWORK
COAST-TO-COAST

Consult your newspaper for station



HOW GOOD A RISK ARE YOU?

The following table, prepared by Robert Hancock of the College of Commerce, University of Illinois, lists the 42 commonest occupations in order of credit rating.

- | | |
|-----------------------------|-----------------------------|
| 1. Business executives | 22. Lawyers and judges |
| 2. Accountants, auditors | 23. Traveling salesmen |
| 3. Retail managers | 24. Plumbers |
| 4. Chain store managers | 25. Policemen and firemen |
| 5. Doctors and dentists | 26. Carpenters |
| 6. Engineers | 27. Guards and watchmen |
| 7. Farmers (owners) | 28. Farmers (tenants) |
| 8. Army and Navy officers | 29. Truck and bus drivers |
| 9. Office workers | 30. Enlisted servicemen |
| 10. College professors | 31. Unskilled factory hands |
| 11. Railroad clerks | 32. Janitors |
| 12. Skilled factory workers | 33. Section hands |
| 13. Post office employees | 34. Plasterers |
| 14. Railroad trainmen | 35. Barbers |
| 15. Hotel, restaurant mgrs. | 36. Coal miners |
| 16. Schoolteachers | 37. Common laborers |
| 17. Clergymen | 38. Bartenders |
| 18. Nurses | 39. Musicians |
| 19. Public officials | 40. Domestic servants |
| 20. Retail sales people | 41. Painters |
| 21. Printers | 42. Farm laborers |

Steadiness, not size, of income is the most important factor in the ratings, although individuals in the top four categories may be there because they have much firsthand experience with credit and know the value of a good rating. Clergymen in big churches in big cities are grade-A risks, but the bulk of the clergy works in small towns and is invariably underpaid; it is remarkable that the whole class ranks as high as 17th. Lawyers (22nd) rank lower than one might expect because their income fluctuates—a \$100-a-week lawyer has a few good weeks, starts thinking of himself as a \$500-a-week attorney and gets into trouble. Farm laborers rank last not only because their income fluctuates, but because they migrate, a deadly combination.

PLEASE REMIT CONTINUED

30 days. If you can pay within 30 days, do so. If you cannot, pay as soon as you can. For several months the store will endeavor to collect the bill quietly, by means of form letters, phone calls and, perhaps, telegrams. (Western Union's stable of authors is not filled entirely with gentle souls who write canned greetings like "My heart is with you on this happy Mother's Day." Western Union employs others who sit around all day tearing the wings off butterflies and composing items like Suggestion #15, which says, "Last chance make good. Wire remittance today.") After about six months the store will communicate with you and tell you that it is about to inform the local credit bureau of your delinquency. You know, now, what happens then.

After reporting to the bureau, the store will still try to collect the account quietly despite the horrendous threats—"legal action," "turn it over to our attorneys"—its credit department will issue. Why does the store hesitate to lower the boom?

Stores are, after all, operated by people, and people ordinarily do not enjoy hurting other people. Moreover, if they do, still other people will hear about it, and that makes for bad public relations. Gimbels, for example, has spent a lot of money to the end that shoppers will think of it as "Good Old Gimbels." Should Good Old Gimbels go around hitting debtors with a monkey wrench?

However, there comes a point of no return. According to the National Retail Credit Association, a "past due" dollar depreciates very rapidly. After six months it is worth only 67¢; after one year, 45¢; after two years, 23¢; after five years, 1¢. The store must get what it can while it can. Thus, within seven or eight months, and certainly before a year has elapsed, the store does what it has been threatening to do.

In the majority of cases the debt is not given to an attorney but to a professional collector. The collection attorney has never been eminently successful in the U.S., where public sympathy, translated into law, is generally on the side of the underdog or debtor.


ACID INDIGESTION

Enjoy that



Take
ALKA-SELTZER
for INSTANT
ALKALIZING ACTION

ON DISPLAY AT ALL
DRUG STORES



Take it
for FIRST AID for
HEADACHE
COLD MISERIES

Made by
MILES LABORATORIES, INC., ELKHART, IND.

CONSTIPATED?

Get Nature's Remedy
at your drugstore. They give
overnight gentle relief! A vegetable
NR TONIC TOMORROW ALL NIGHT TABLETS 25¢

**Chapped
lips?**

Here's fast relief

Mentholatum Medicated Stick con-
tains lanolin, menthol—other
soothing, helpful ingredients. Fits
pocket or purse.

Screw-on cap keeps out
dust, lint, tobacco



MENTHOLATUM
medicated
STICK

Now in new plastic case

Adds Zest to
Tomato Juice!



**A-1
SAUCE**

Ask for A-1 when
dining out, too!



The most beautiful way
to give fine whiskey



HEAD OF THE
BOURBON FAMILY

OLD GRAND-DAD
in this
CLASSIC DECANTER



OLD GRAND-DAD IS ALSO AVAIL-
ABLE IN THE STANDARD BOTTLE.
THE PRICE IS THE SAME FOR EACH.



Drink
a full
BIG
glass
every
day!

Be as good as **FLORIDA ORANGE JUICE!**

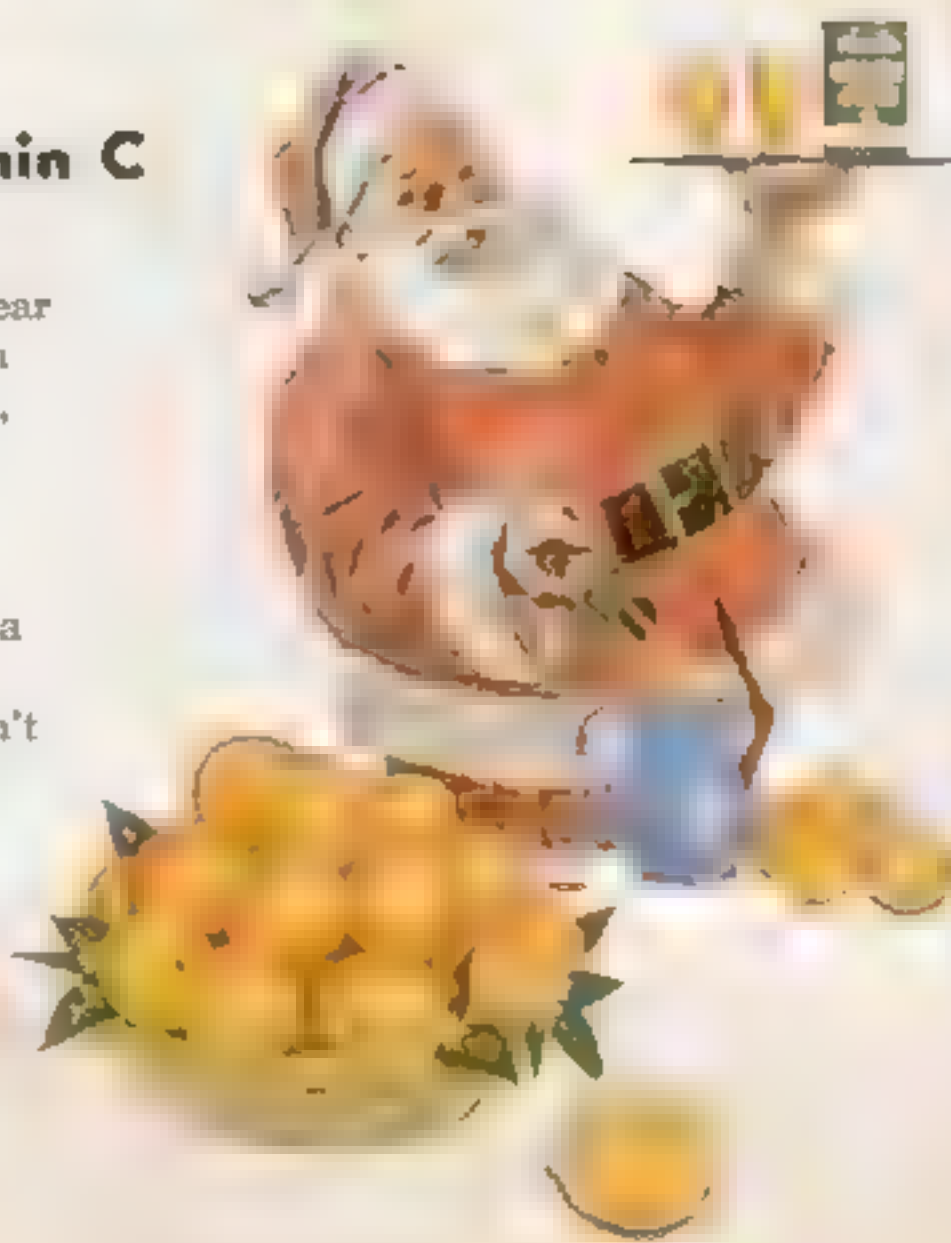
It comes with the gift of golden vitamin C

There once was a time when a good child at Christmas was rewarded with an orange in his stocking—a once-a-year treat so good it stood for goodness. But Florida has taken oranges out of the luxury class. Grows 'em by the million, ships 'em by the train load. Packs their *naturally* sweet juice into handy cans and fresh-frozen concentrate to save Christmas-rushed folks time and trouble.

Christmas morning, *every* morning, get your daily quota of resistance-building vitamin C in a full *big* glass of Florida orange juice. "C" is one vitamin your body doesn't store. You need it every day. *And how* you need it this happy, hectic holiday season!

Florida Oranges

Florida Citrus Commission
Lakeland, Florida



Florida Fresh-Frozen Concentrate

Pure juice of fully ripe fruit—no sugar added. Year-round source of the flavor and vitamin C of fresh oranges. No fuss, no muss to fix, America's fastest growing family drink.

Florida Canned

Natural full-strength juice, rich in vitamin C. Just open the can and pour! *Blended* orange and grapefruit juice is delicious, too!

Florida Fresh

Thin-skinned—true *juice* oranges, picked and packed just hours ahead of shipping time. Nature's most delicious source of vitamin C. Buy 'em by the bagful. And don't forget—tangerines are back for the holidays. The season's short and sweet. Enjoy 'em while you can.



CREDIT FILES in Greater New York Bureau occupy thousands of square feet, hold notes about five million people.

PLEASE REMIT CONTINUED

Needless to say, an attorney can scare a debtor witless, but as a rule the debtor's account must be large, and the debtor obdurate and shameless, before it is worth while really to law him. The professional collector is a better bet.

The collector had, until recently, one terrible weapon—the power to humiliate the debtor publicly. Collectors once drove brilliant red automobiles, sometimes secondhand hearses, on which legends like "A. Hardwood Knoblocker, Collector of Bad Debts" were printed in foot-high letters. They would park these conveyances outside the homes of debtors, place large placards reading "Calling on Mr. Blank" in their windshields and await developments. Or they would get an armlock on Blank in some public place, as on the steps of church on Sunday morning, and discuss financial matters in a hoarse bellow. Now that most stores have discovered public relations, and also because of the passage of restrictive laws in many states, collectors must be slightly more subtle. Their major weapon now is persistence—pure, maddening persistence.

The average bill collector is not a monster. Naturally no such allegation can be made without proof, and so it is suggested that you remain where you are and take a look at an average bill collector. He will be brought in securely caged, shackled hand and foot. His fangs have been drawn and he has just been fed a heavy meal seasoned with powdered phenobarbital.

Mr. Walter Muller of Hempstead, New York (see pages 42, 43) is a bill collector. He is a small man, weighs only about 130, is cheerful, looks disconcertingly like Jimmy Durante and has been thrown downstairs only once in his life. However it was a remarkable throw, and may be a world's record for distance with the lightweight collector. It was performed in the city of Philadelphia in 1923 by two large and well-coordinated women, who flung Muller down a long flight of steps with such violence that he touched not one tread on the way down. He landed on his back in the snow.

Muller has as much firsthand familiarity with personal credit, or the lack of it, as any man alive. He began his career some 30 years ago in the credit department of Strawbridge & Clothier, a fine old Philadelphia department store whose owners had a strong Quaker background. ("The boss would bawl me out something awful when he heard I had been out dunning somebody, and then he would say softly, 'Did thee get the money?'") Muller later handled credit and collections for Arnold Constable and Browning King in New York, and taught courses in credit at New York's City College for several years before opening his own collection agency, innocuously named American Credit Services.

Like all collectors, Muller operates on a percentage basis. If he fails to collect, he gets nothing. If he does collect, he gets 50% of all accounts under \$20 and 33½% of all above \$20. He also gets 50% of all "skip" accounts (those in which he must first locate the debtors) and 50% of all accounts, regardless of size, which are more than 18 months old.

Muller's clients include several widely known New York department stores, none of which is anxious to be widely known in this connection, and his debtors include both poor and well-to-do. Many live in Levittown, the vast postwar housing development which now contains 32,500 people. One of the streets in Levittown

CONTINUED ON NEXT PAGE



This is the Scotch! Soft,
gentle, golden-hued . . .
light. Have you tried it?

Since 1716

WHITE HORSE
of course!



Blended Scotch Whisky, 86 B Proof
Sole Distributors — Brown-Vintners Co., Inc., New York

Now! Lewyt makes even old rugs look like new with

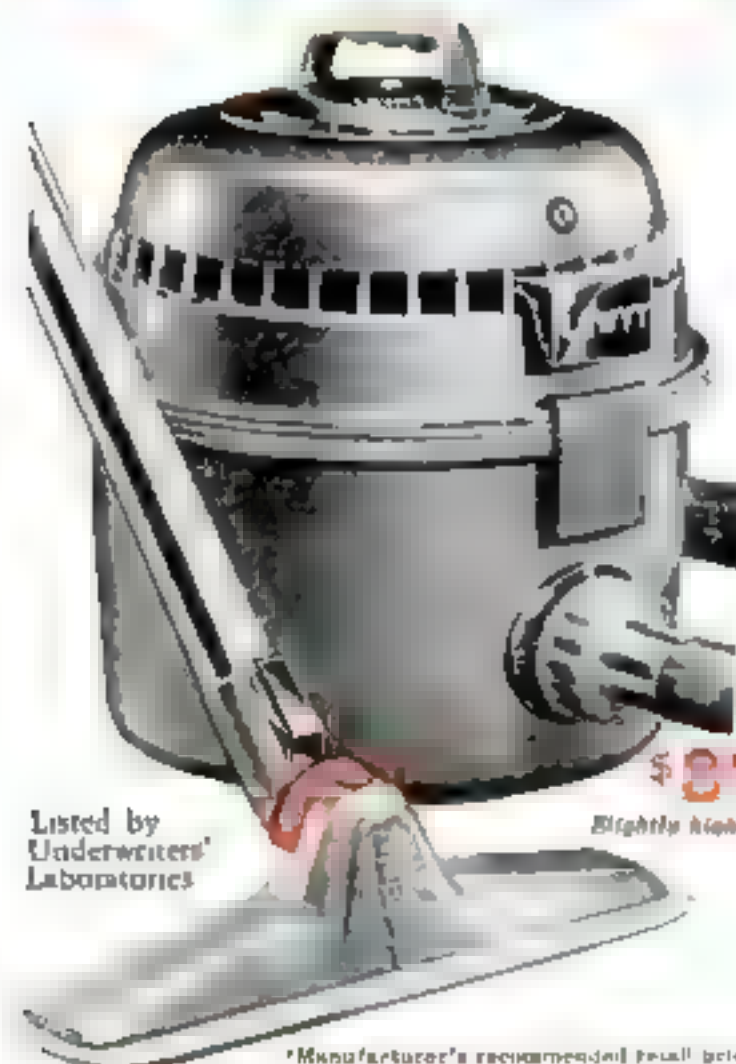
automatic 4-WAY rug cleaning



YOURS ONLY WITH THE NEW 1934

LEWYT

THE "NO DUST BAG TO EMPTY" VACUUM CLEANER



Listed by
Underwriters'
Laboratories

Now, get dirt 4 ways automatically! Save work, save your rugs—do it with Lewyt's revolutionary No. 80 Carpet Nozzle!

Now! Another great advance from Lewyt! You actually get more suction power than an upright, more cleaning action than any other rug tool! At last, you can restore beauty and rich color to your rugs—without wear and tear, without vacuuming over and over! See the amazing new Lewyt today!



LEWYT OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc., official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily! Have them professionally cleaned at least once a year by a professional rug cleaner.

\$89.95*

Slightly higher in the Far West

DO IT with LEWYT

- **Pivots on "Circular Track" base!** Reaches wall-to-wall from center of room! Turns easily and smoothly—won't tip over!
- **No dust bag to empty!** Toss out "Speed Sack" a few times a year! Largest operating dirt capacity, by test!
- **Peripheral-Silencer—no roar!** Quietest of all! Gentle hum won't fray nerves, upset baby's nap!
- **Allergy-proof Filter System!** Traps dust even smaller than 4/100,000 of an inch!
- **Section-Control Dial!** Just like ironing, you dial wool rugs, cotton rugs or "diapers!"
- **Sweeps bare floors!** Dusts blinds, brightens upholstery; sprays paint, wax; de-moths closets!
- **No extras to buy!** Comes with all cleaning tools—plus extra supply of Lewyt's large-capacity "Speed Sacks!"
- **See a demonstration!** Your nearest Lewyt dealer is listed under "vacuum cleaners" in phone book!

Also available at leading stores in CANADA

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, N. Y.



Lewyt rolls ready-to-use from closet!

"Dolly" carries cleaning tools along, too! Optional at small extra cost.

New! "Wall Rack" saves closet space!

Keeps hose handy, nozzle attached to tubes—ready for fast clean-ups! Optional at extra cost.

PLEASE REMIT CONTINUED

is named, by some ironic chance, Collector Lane, a fact which draws a dry cackle from Muller every time he drives down it.

Muller's attitude toward debtors is almost that of a pastor toward his flock, which seems incredible but is true. Needless to say, no man can be a bill collector unless he is tough of mind and hide, but it is necessary to have some other qualities, some rationalization, if one is to remain a collector for long. "The thing that keeps me going," he says, "the thing that gives me a lot of real pleasure, is getting these people to face their responsibilities, getting them to start a different kind of life. That's all it is. The whole problem of debt can be put in a half-dozen words: some people won't face their responsibilities. If you can't afford it, why do you buy it? Why?" In overhearing Muller work on a debtor, one is forcibly struck by the fact that he means what he says. When he at last convinces the debtor that there is no other course but to face the debt and whittle it away, at the rate of 50¢ a week if need be, Muller chuckles with pleasure. And there is no law that says, if the debtor coughs up 50¢, Muller can't keep a quarter.

Conversation on a front porch

WHEN Muller first begins to work on a debtor he writes a letter suggesting that the debtor pay up forthwith. If he receives no answer within five days, Muller writes again. If there is no reply, he telephones. If the debtor is not at home (debtors never are), Muller calls in person. If the debtor is still not at home, Muller calls again at an hour—perhaps late in the evening or early on Sunday morning—when the debtor is almost certain to be home. Then the conversation begins.

The following, which Muller remembers verbatim, is a typical opening exchange. It took place a short time ago on the front porch of a house in Hicksville, N.Y.

WOMAN: Who are you?

MULLER: I have been asked to collect a bill which you owe to—

WOMAN: I hate collection people!

MULLER: Madam, you have never seen me before in your life. Why do you hate me?

WOMAN: I don't know. I just do.

MULLER: Madam, let's be reasonable. We can work this thing out in a friendly—

WOMAN: I hate collection people! And stop shouting! The neighbors will hear.

MULLER: I'm not shouting. You're shouting.

WOMAN'S HUSBAND, appearing behind her in doorway: Who is this guy?

WOMAN: A collector.

WOMAN'S HUSBAND: I hate collection people!

MULLER: It's about this bill for \$10. When do you intend to pay it?

HUSBAND, spitting violently into the shrubbery: Hock ptuey! I'll pay when I'm damned well ready.

Anyone but a bill collector would consider this a somewhat inauspicious beginning. However, Muller's grinning, Durante-like face and his gentle manner soon softened the debtors, and they paid up at the rate of \$2 a week. It turned out that they had gone heavily into debt because their son had been ill, and expensive therapeutic treatments had left them broke.

Not all of Muller's debtors soften up so easily. Many make one or two instalment payments and then stop. To keep track of them all, Muller maintains a big tickler file which shows him, on any given morning, exactly who should have sent him how much. When he finds that a debtor has forgotten a payment, Muller telephones instantly and says in a hurt tone, "This is Mr. Muller. I haven't heard from you today. Did the post office burn down?" Such unending persistence almost always pays off. When Muller cannot collect, the debt is probably uncollectable.

Truly uncollectable debts, if they are less than \$25-\$100, depending on the store, are in the end written off. The debtor's credit rating is set down as zero and stays there. Most stores will take debtors to court if larger sums are involved and many will burn up far more than the amount owed simply to give the debtor as miserable a time as possible. A really bad debtor is regarded by all stores as a rattlesnake. Not all of them will go out of their way to tromple him, but sooner or later one of them will.

"Real crooks—that is, people who never have any intention of paying—are rare," Muller says. "The biggest class of debtors is made up of people who are too immature, too stupid to handle their own affairs. They commit themselves to pay far more than they can and then sit there with a foggy look on their faces when you ask for money. Another big class of debtors just doesn't realize that it's morally wrong, the same thing as stealing, not to pay. They aren't

CONTINUED ON PAGE 52



"When the crowd calls for

HOLIDAY COCKTAILS

my face won't be red this year!"

ALL I'LL DO IS... STIR... SERVE... A HIT!



PERFECT COCKTAILS EVERY TIME IN JUST 14 SECONDS
(even though you never made a cocktail before)

MAKES A PERFECT GIFT, TOO!

When holiday party-ing starts, make your house hospitality center! You'll serve the "best cocktails in town"—if you serve Heublein's!

Heublein's, you see, are already mixed, with professional skill—from finest liquors and other ingredients. All you do is pour into a cocktail shaker or pitcher (with ice)... stir... and serve. In 14 seconds your cocktails will be ready... and they'll be perfect every time!

Another thing! Heublein's come in 9 popular varieties... so you can serve any kind of cocktails you want! Perfect for gifts, too... to business associates, neighbors, friends.

Let Heublein's (pronounced Hugh Blin's) solve your holiday cocktail and gift problem. Better get several bottles of Heublein's Ready-to-serve Cocktails at any liquor or state store... today!

HEUBLEIN'S

Ready-to-serve

COCKTAILS



In
GIFT
CARTONS
at your
liquor
store

HOLIDAY APPETIZERS SHOULD BE "SPECIAL"

CHICKEN or TURKEY SUPER: Cover buttered toast with sliced chicken or turkey. Sprinkle with crumbled Roquefort cheese, cover with strips of notched bacon. Broil in moderate oven 375° for about 10 minutes, until bacon is crisp. Serve hot. Or serve **SHRIMP WHEELS:** Cut thin slices of bread into rounds with biscuit cutter. Spread with mayonnaise. Place a slice of tomato on each and top with another dab of mayonnaise. Press in a shrimp. Serve cold... Also serve assorted cheeses.

LOOK! 9 KINDS! EXTRA DRY MARTINI (75 proof), GIBSON -very, very dry Martini (75 proof), VODKA MARTINI -very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). G. F. HEUBLEIN & CO., INC., HARTFORD 1, CONNECTICUT

Announcing **TYNEX** ... a new
trade-mark for Du Pont nylon bristles



choose brushes with bristles of Du Pont

TYNEX nylon

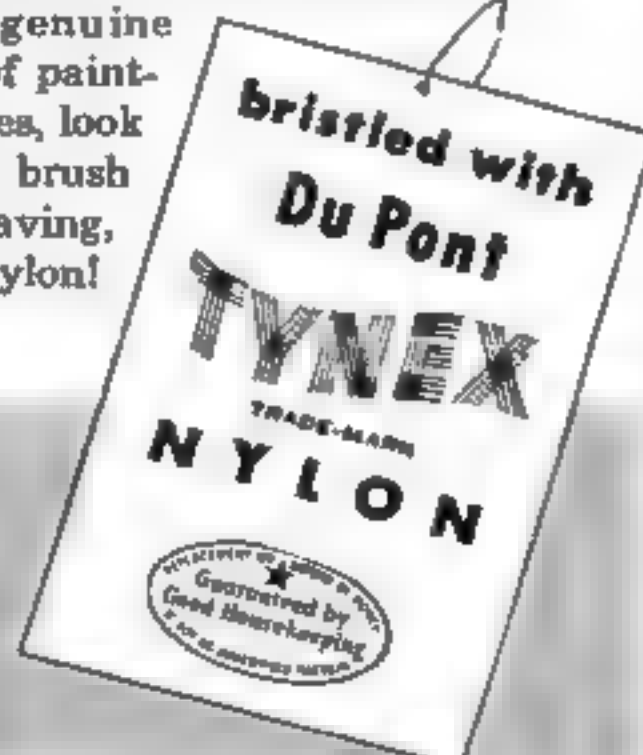
To assure you of highest-quality bristles when you buy paintbrushes, Du Pont has adopted the trade-mark "Tynex" for bristles of genuine Du Pont nylon.

"Tynex" nylon bristles help make painting easier and faster. Brushes with long, tapered, well-tipped "Tynex" bristles pick up a full load of paint... flow it on smoothly and evenly. Home painters know from experience that "Tynex" bristles are easy to clean with any commercial cleaner... won't break off... last three to five times as long as other types of bristles.

"Tynex" has been granted the Good Housekeeping Guarantee Seal. Leading brush manufacturers are now using the trade-mark "Tynex" to identify genuine Du Pont nylon bristles in all types of paintbrushes. So next time you buy brushes, look for the word "Tynex" on tags and brush handles. It's your guarantee of work-saving, long-lasting bristles of Du Pont nylon!



BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY



PLEASE REMIT CONTINUED

bad people, just obtuse. And then there are debtors who are intelligent and moral but who go into the hole for some good reason—like those people whose boy was sick—and then get panicked. It's pathetic."

Muller's advice to debtors would, if widely followed, put him out of business. But most debtors, long accustomed to evasion and flight, will think it too unlikely to follow. The details are below. The substance of it, gruesome as it may seem, is this: clutch your creditor to your bosom.

1 Face up to your debts. You owe them, so pay them.

2—Whenever possible, pay within 30 days. Otherwise pay as soon as you can.

3—If you cannot pay the whole bill, pay part of it.

Many bill payers suppose that their credit rating will suffer if they make partial payments, thus indicating that they cannot pay the whole amount at once. Some actually suppose that they *must* pay the whole amount at once and spend five or six months accumulating money to do so, meanwhile saying nothing to the store. Both of these notions are foolish.

4—Display some evidence of good faith.

If you have made no payment of any sort for more than 100 days, the store begins to worry. Have you left town? Are you going to claim you do not owe the debt? You can calm the store by writing one brief letter. Address it simply to "Credit Manager" and say approximately this: Yes, of course you owe the debt, and are going to pay it as soon as you can. You have not paid it, or even made a token payment to date, for the following good reason: The reason. If you can, enclose a little money, even if it is only a tenth or a fifteenth of the debt.

5—Talk to the credit manager.

After five or six months have elapsed you are in real danger. The only way out is to go to the store, find the credit manager, look him in the eye and explain your problem. He already knows plenty about you, but you know something about him too. You know he does not want to hire an attorney or a collector. Muller's rates are typical, and no store is anxious to have 50% knocked off its take. Almost invariably, you and the credit manager can work out a plan of payment which is satisfactory to both.

6—Go to your local credit bureau.

After seven or eight months have passed, and if several stores are hounding you at once, find out the address of your local credit bureau and go there. Many debtors have done so. The bureau will work out a pooled-account plan—you make periodic payments to the bureau, and the bureau prorates them among your creditors. The big virtue of this is that the bureau itself mollifies your creditors. They know the matter is being taken care of and consequently they stop dunning you. Furthermore, if you cooperate with the bureau, you can restore your credit rating more quickly and easily.

With this advice, almost any debtor of good intentions can save himself. Not any debtor, but almost any. If you happen to be standing out in the rain at the moment, and cannot figure out why everyone else is indoors, you will need a final piece of advice.

7—Drop dead.



IN NATURAL HABITAT Muller pauses on a corner in Levittown, N.Y. Nearby streets are Carpenter and Barrister.



Photographed at Old Dutch Inn, Dover Plains, N. Y.

Don't even try to make a Christmas eggnog without rum

There is no more heart-warming sight at Christmas than an overflowing bowl of frothy eggnog. Nor is there a finer way to entertain a large group of friends.

But remember: since early American days, an authentic eggnog has always required rum. There are no two ways about it!

And for a truly great eggnog, like the one in the picture, what you need is a light-bodied rum—from the sunny island of Puerto Rico.

Puerto Rican Rum is light *and dry*. Deliciously smooth. And all of it is aged-in-bond under government supervision.

But don't take our word for the excellence of Puerto Rican Rum. S. S. Field, author of the newly-published American Drink Book says, "Puerto Rican Rum is to an eggnog what holly and plum pudding are to Christmas."

Now for the traditional Christmas eggnog. (Serves 20.) 12 egg yolks, ½ lb. sugar, 1 qt. milk, one-fifth Puerto Rican Rum (Bacardi "ambar" is excellent), 1 qt. heavy cream. Beat yolks with rotary beater until light. Add sugar. Continue beating until thick and pale. Stir in milk and rum. Chill 3 hours. Pour in punch bowl, fold in heavy cream, stiffly whipped. Chill 1 hour.

Sprinkle with nutmeg. Step back and admire!

FOR A SHORTCUT RECIPE, use excellent eggnog mixes supplied by major dairies. Add 8 oz. Puerto Rican Bacardi per qt. of mix, fold in 1 cup whipped cream. Chill 1 hour. Add nutmeg.

When selecting your rum, remember that the distinguished and widely-known Bacardi Rum is distilled principally in Puerto Rico. It is 86 proof and makes a *great* Christmas eggnog. For other rum drink recipes, write Dept. 267, Rums of Puerto Rico, 600 5th Ave., New York 20.

BACARDI Puerto Rican Rum





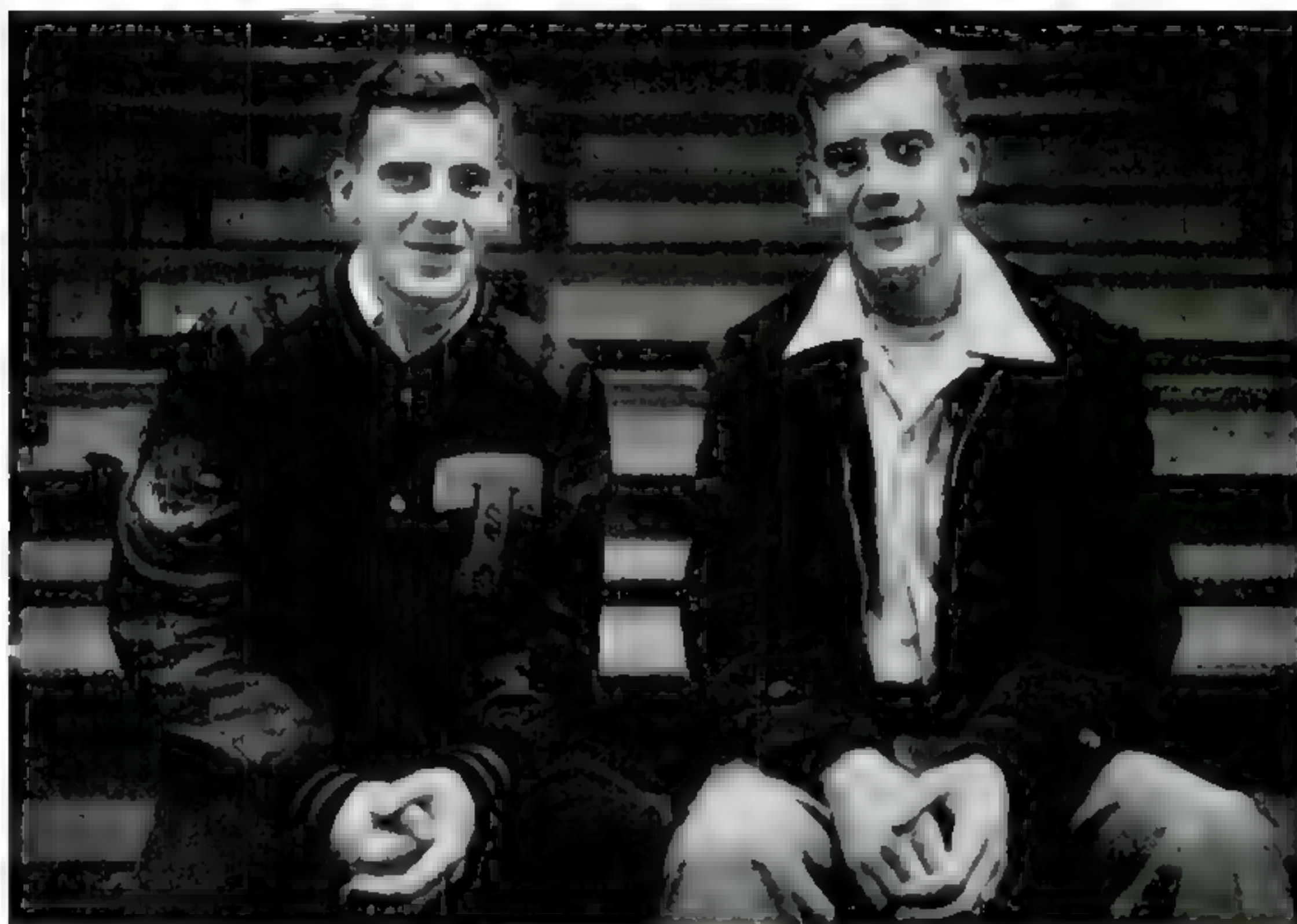
*treat the
Kids
on Christmas
with....*

FLEER'S
Dubble Bubble
Gum



**Arley Andrews, who plays
high school basketball...**

**His twin, Harley, freshman
star at Indiana University**



... AND HOW BOYS LIKE THESE HAVE MADE HOOSIERS THE NO. 1 TEAM

Indiana, which traditionally grows more and better basketball talent than any other state, outdid itself with Arley and Harley, the Andrews twins of Terre Haute (above). At 18 they look so much alike that Arley, a high school star at Gerstmeier Tech, could go in for Harley, a freshman star at the University of Indiana, and nobody would know the difference. The reason Arley is not at college with his brother is that he fell down a stairwell at the age of 7 and spent 12 months in a hospital. Because of this he dropped behind a year, but Arley will follow Harley to Indiana. The fact that Harley and Arley are both going to Indiana marks a

significant change for the state. A few years ago out-of-state talent hunters would have been bidding for them with offers of cash and flashy convertibles—and probably lured them away. But since 1948, when Kansas stole Clyde Lovellette from Indiana and I.U. finished last in Big Ten race, citizens, high school principals and coaches have waged a successful campaign to keep home talent at home. Now when Branch McCracken, coach at Indiana, speaks for stars like Harley and Arley he gets them. Last season the university came up with its first National Collegiate Athletic Association championship in over a decade and is favored to repeat this year.



ARLEY CUTS around man guarding him in high school game while his uncle, Harold Andrews (No. 42), who is 17 years old, screens out another opponent.



HARLEY DRIVES for basket in freshman intrasquad game at University of Indiana. He was considered second best schoolboy prospect in the state last year.



GOING TO SCHOOL in East Indy, Ind., 6-year-old Teddy Cox gets in some practice with basketball.

CAREFUL PROCESSING

Indiana's Coach McCracken, a calm and genial man except at a basketball game (*below*), is discriminating in his demands for high school basketball players. He makes a big patch for only five boys a year but they are usually the five best high school seniors in the state. The pressure that is put on these chosen few by parents and home folks is enough to counterbalance plunk offers from out-of-staters.

McCracken is the beneficiary of a state-wide feeder mill. His greatest help comes from key high school coaches, most of whom use the

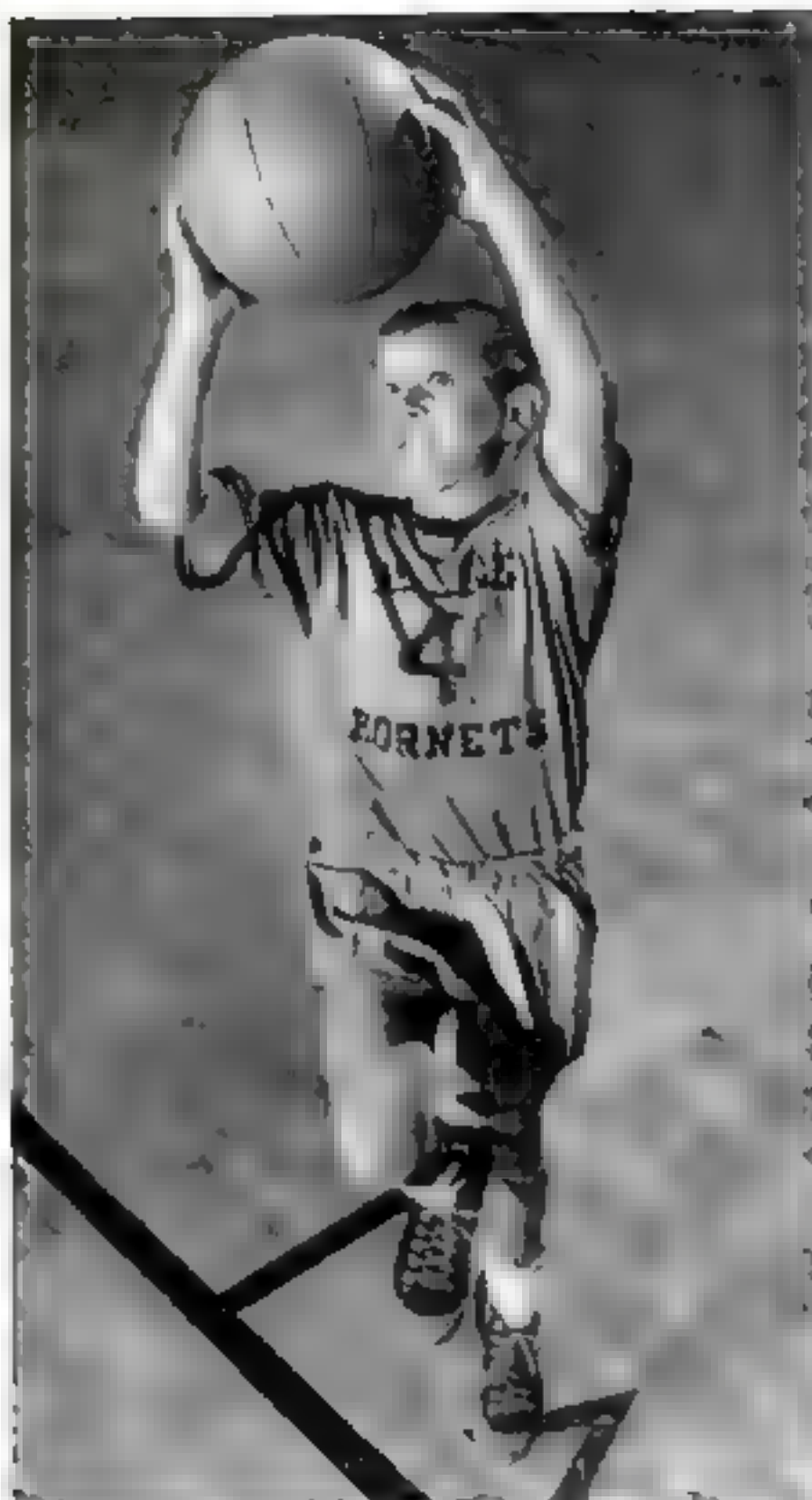
ON HIS FEET WHILE SPECTATORS SIT, COACH

A HOPEFUL Nine-year-old Dennis Michael dribbles expertly past dead pan spectators in practice at Muncie elementary school. From Muncie's 16 grade schools boys move on through junior high and senior high school, their basketball progress and potentialities always under surveillance.



ON BASKETBALL NIGHT Main Street in Sunman, Ind., normally busy at 8:30 p.m., is deserted. Everybody in town has gone to school gym to watch game.





AFTER SCHOOL Fifth-grader Richard Hammett goes to gymnasium and practices shooting all alone.

FOR PROMISING BOYS

McCracken system and who spread the gospel down through the grade school basketball level. When they see a promising kid they start propagandizing by saying, "This boy is too good to play for any team but Indiana."

Of the stars playing for Indiana this season, the biggest and most impressive is 6-foot 10-inch Don Schlundt (p. 58), who got 50 offers when he graduated from Washington-Clay Township High. After getting off to a shaky start against Cincinnati, the team then hit its stride, beating Kansas State by a score of 92-66.

McCRACKEN SHOWS CONCERN OVER POOR PLAY



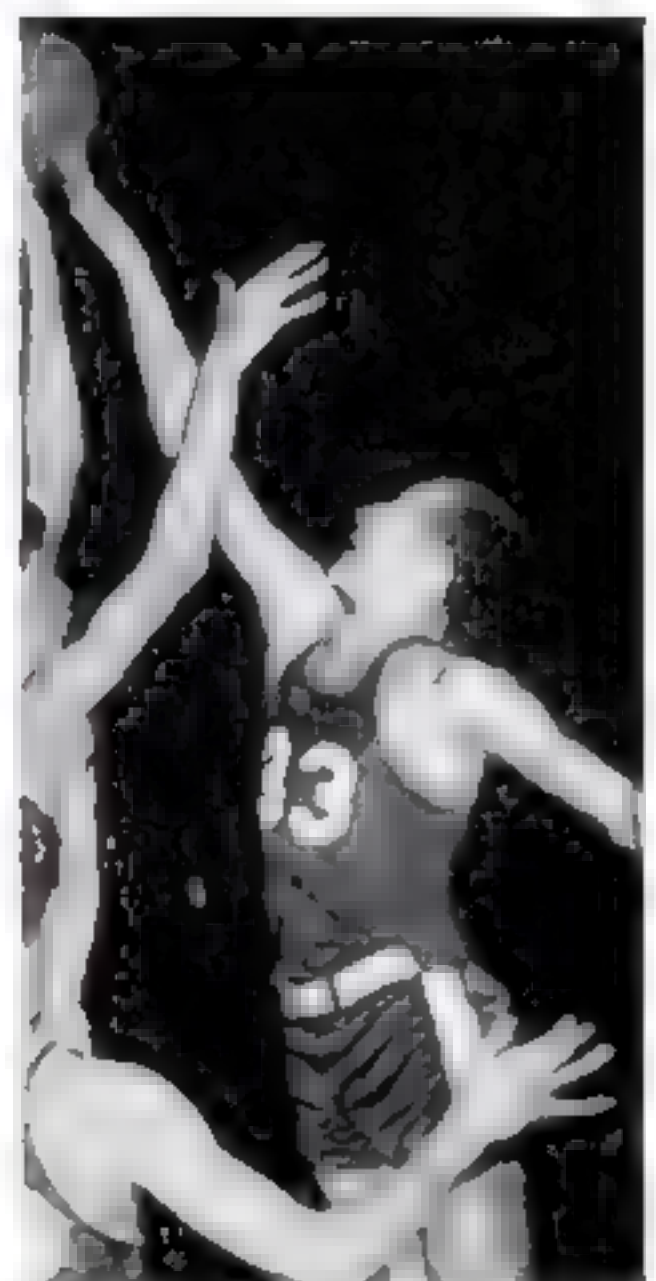
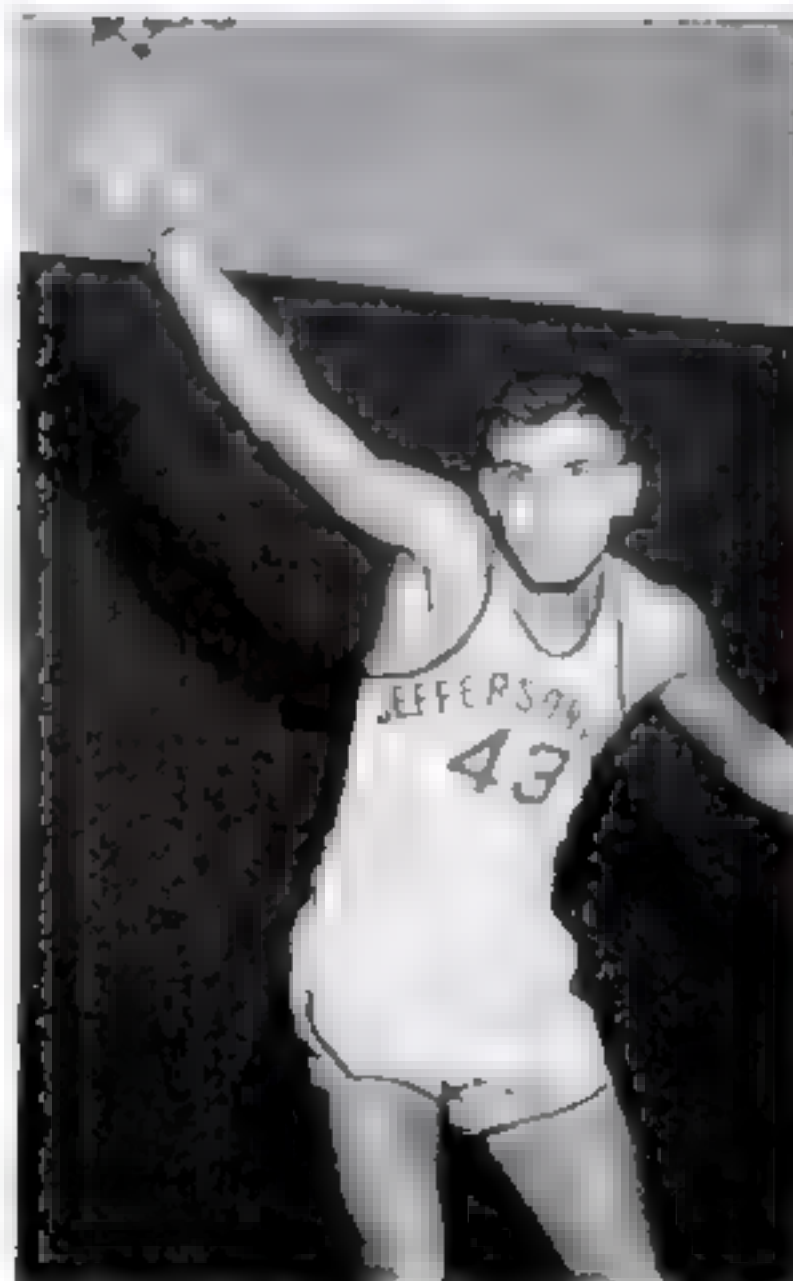
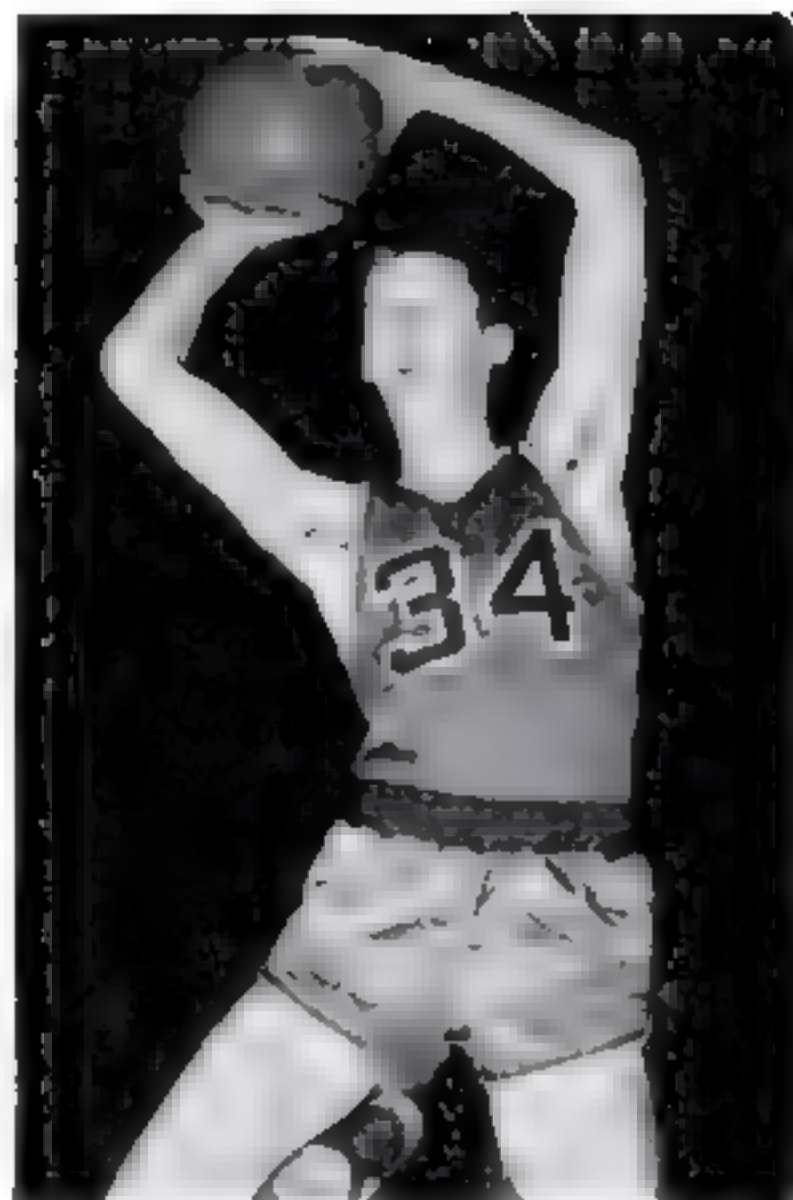
A SUCCESS Having won stardom on the nation's top team, Indiana's Burke Scott (25) makes spectacular leap as he drives for basket against Cincinnati. Scott and four teammates are veterans of last year's championship team, which is one reason the experts pick Indiana to repeat.



TALENT SESSION brings Coach Jay McCreary (Indiana '41) of Muncie Central (foreground) together with junior high coaches to talk about new material.



TALL MAN of Indiana team, Don Schlundt, puts bulb in ceiling light without using chair. Schlundt set a new Big Ten scoring record last year with 459 points in 18 games and was an All American.



TALENTED PROSPECTS scheduled to graduate from Indiana high schools next June include the six above, all on Coach McCracken's No. 1 list. Left to right they are (top row) Larry Heiden of Gas City, Jerry Thompson of

South Bend, Joe Hobbs of Sheridan. In bottom row are Jerry Clayton of Evansville, Pete O'Brensky of Jeffersonville, Jim Newcome of Gary. Indiana hopes to get at least four of them besides Arley Andrews, the No. 1 choice.

VEXED COACH scolds squad for sloppy play. Although he does not object to big men like Schlundt, McCracken relies more on speedy players who can capitalize on fast-breaking type of game he teaches.



*"This Christmas...
you bet I won't forget!"*



**A GREAT SMOKE...A GREAT GIFT...
AND THAT'S PUTTING IT MILDLY!**

WHITE OWL *Cigars*

Gift-Wrapped for Christmas

	<i>Not more than</i>	
Boxes of 50*	...	\$5.00
Boxes of 25*	..	\$2.50

*Either famous "Invincible" size or new, slim,
long-shaped "Panatela."





SEMI-PUBLIC PAJAMAS

Fancy pants outfits are meant for long-legged ladies who like to lounge

BAGGY PANTS from East Indies are copied in crepe pajamas made of Chinese cotton brocade (\$30. John Varian, worn with smooth cuff bracelets (Napier, \$7.50 each).





RUFFLED SHIRT of Irish linen and lace (\$70) and a pair of ankle length pants in a pale velveteen (\$30, both by Jane Derby Boutique) are worn with flat gold-thonged sandals.

The pajamas being worn in these pictures, which look as if they belonged in the new wide-screen movies, are strictly for long-legged ladies, particularly those who like to adopt serene attitudes around the house and wear pajamas in semipublic at small parties. The outfits all have sleek and stylish pants, but the tops may be as enveloping as the ruffle-laden shirt (*above*)

or daringly cut to bare an expanse of the wearer's skin (*next page*). A popular-priced gilded cotton (*below*) is being made in the U.S. while made-to-order styles, which cost as much as ball gowns, come from French and Italian custom designers. With them goes an assortment of footgear, from spindly heeled sandals to booties done in an adult version of children's sleepers.



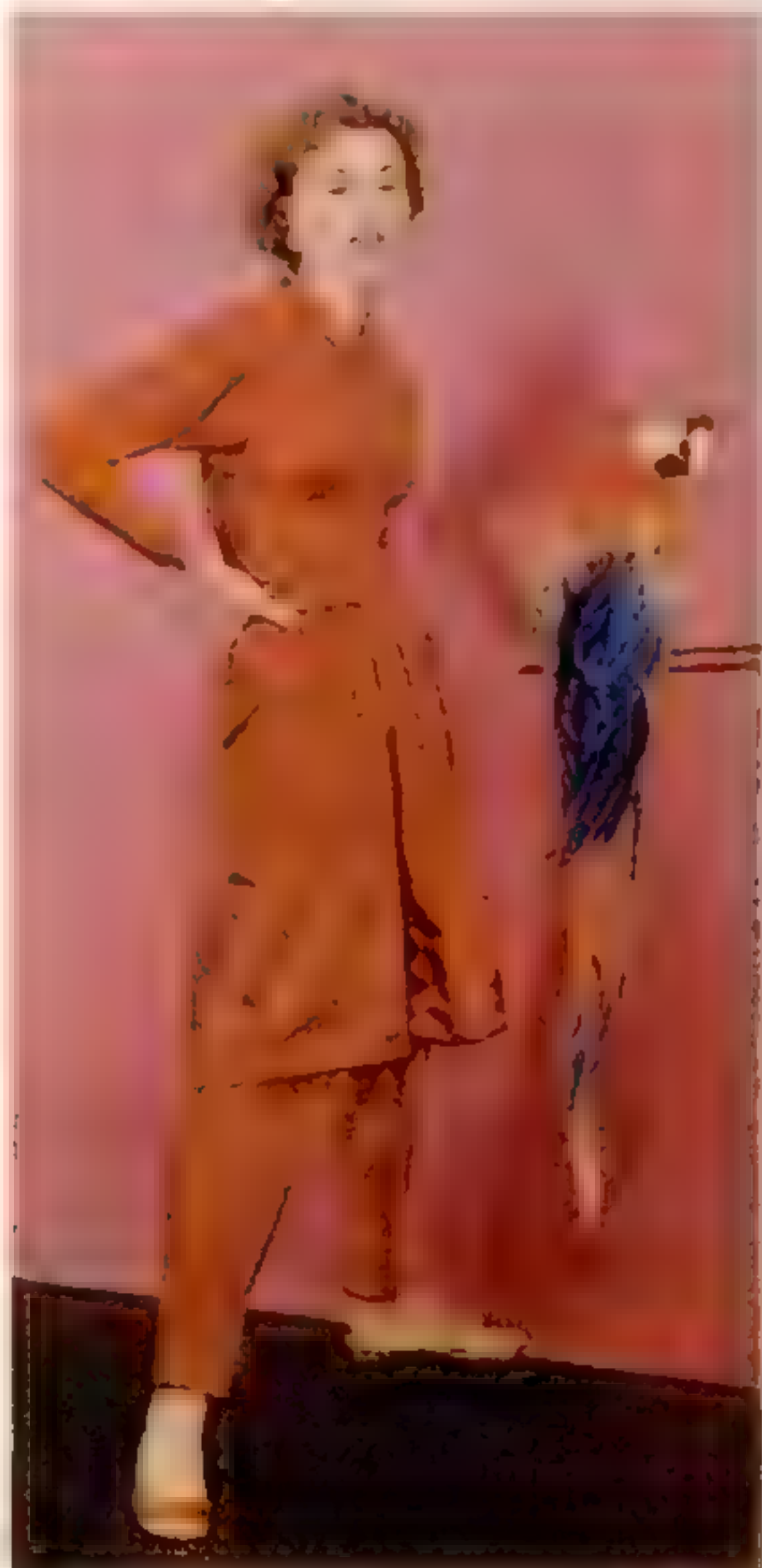


BARE FEET are mandatory with this bulky jacket and low-cut pajamas accord-
 ing to Italy's Giovanelle-Scarra. Jewelry is by La Lanza. Beauty: import outfit

SEMI-PUBLIC PAJAMAS CONTINUED



DEEP NECKLINE plunges with the low-cut jumpsuit, which is shown in
 this pants-sleeved like jacket. It will be imported by U.S. F. M. M. Co.



SATIN APRON with an oversized jacket is worn by Designer
 Valentino. Her cape piece will just jump with the new



ENCASED FEET like those on children's nightwear are nobility of Schiaparelli; pants here worn with braid-trimmed jacket, silk shirt and satin cummerbund

from Hattie Carnegie. Pants end in velveteen feet, require careful fitting or wearer cannot move. Showy timepiece on chain of pearls and rhinestones actually works.



FRENCH NOBILITY treasured this beautiful porcelain and bronze doré rotary clock. Now in the famous Old Charter collection, it dates from the elegant era of Louis XVI (1774-1792)

It's so much smarter to give OLD CHARTER

(especially in this magnificent new gift decanter)*

PERHAPS THE SUBTLEST COMPLIMENT you can pay a friend is a gift of Old Charter. The simple act of giving says, in effect: "I know you are a man who can appreciate the ultimate in fine whiskey. And here it is." Old Charter is available in a magnificent "heirloom" decanter (above) at no extra

cost. Designed in a superb "Greek-Classical" style, it will be treasured as a keepsake even after the last drop of Old Charter has been enjoyed.

Superior from the start, Old Charter is ripened to magnificence by seven slumbrous years aging in the cask. Try it yourself. You'll see.



tick, tock... tick, tock... the whiskey that didn't watch the clock... seven long years **OLD CHARTER**



Kentucky's Finest Bourbon • *Also available in regular round bottle in Holiday Carton

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • OLD CHARTER DISTILLERY COMPANY • LOUISVILLE, KENTUCKY



ONE-PIECE PAJAMAS HAVE GOLD-ENCRUSTED VEST (BERGDORF GOODMAN)

TAKEN FROM THE TURKISH

The traditional garb of Turkey now appears as an influence in these fancy new pajamas. The outfit above is in lightweight wool. The more flowing outfit on the cover is made of chiffon. This latter is by Jacques Fath (available at Bergdorf Goodman), who went to the old harem skirt for his style and to a contemporary card game, canasta, for a name.



Delsey is fine and
firm and soft
—like Kleenex tissues

Just as you know there is only one Kleenex*, so too you'll discover that of all toilet tissues new Delsey* alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.

New Delsey comes "clean-cut."

No shredding, no waste with Delsey. It tears clean *at a touch*—lasts longer!



*T. M. REG. U. S. PAT. OFF.



A ROYAL FALCONER TENDS THE KING'S BIRD

THE HOUSE OF SAUD

Strong son rules in Arabia

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN

King Ibn Saud was dead, cut down by the infirmities of old age and old wounds after 50 years of rule in the Saudi Arabian kingdom he had carved out with the sword. Last month in Jeddah, near the holy city of Mecca, his tribesmen—along with envoys from much of the Arab world—were converging on a medieval, though air conditioned, story book court to test the mettle of a new king.

In olden days the new king, by name Saud Ibn Abdul Aziz, would have had to follow the old king's example and prove his right to rule by the sword. But now, on the day of his father's death, he came to power in peace. Old Ibn Saud, foreseeing his unruly nation's need of cohesive rule, had long ago sworn his sons to give their allegiance to Saud, their oldest living brother. So now, in Khuzam palace on the desert's fringe, the house of Saud and its retainers rallied to a new leader. The court they were forming was a curious mixture of ancient practices and modern needs. Its symbols were falcons, with which desert kings still hunt, and Cadillacs, which they park tread deep in costly carpets.



A SWORDSMAN GUARDS THE KING'S DOORWAY



KING IN HIS MAROON CADILLAC, WHOSE GUARDS RIDE ON OUTRIGGERS,

A KING'S BROTHERS join him in Khuzam palace. Here stand 16 of Ibn Saud's 36 surviving sons—and one grandson. Each a prince, they are

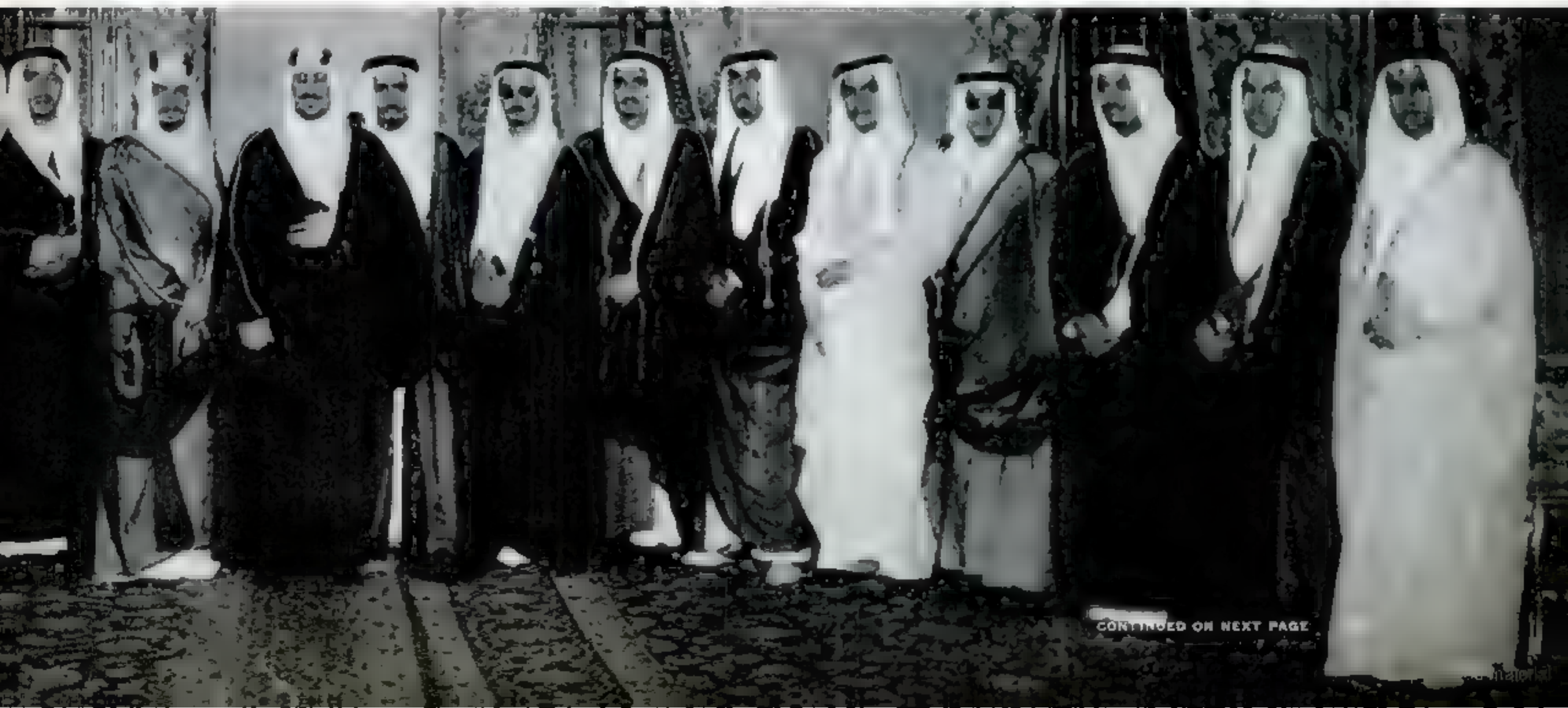




ARRIVES ON PERSIAN-RUGGED TERRACE ON SECOND FLOOR OF KHUZAM PALACE. CHAIRS AND DIVANS AWAIT THE SERVING OF COFFEE TO GUESTS

(from left): Nawwaf, Turki, Talal, Mishal, Faisal ibn Turki—who, though not a Hashim brother, ranks with them as eldest son of old king's deceased

eldest son—Nasir, Faisal (now the crown prince), King Saud, Muhammad, Saad, Fahd, Abd Allah, Musaid, Abd al Maw'ad, Sultan, Badr and Thamiir.



CONTINUED ON NEXT PAGE



HOUSE OF SAUD CONTINUED



KING AT WORK without usual glasses squints at official papers handed up to him by secretary.

TRIBAL DELEGATES (left) file into Majlis hall in Khuzam palace. King's guards roost on staircase.



ON COSTLY RUGS OF GREAT MAJLIS, PETITIONERS, WEAPONS AT REST, AWAIT AUDIENCE WITH KING (CENTER). EMPTY CHAIRS ARE FOR HIGH DIGNITARIES



IMPORTUNATE SUBJECT clasps king's hand as anxious retainers hold him back. Any subject, high or low, can submit problems to king personally.

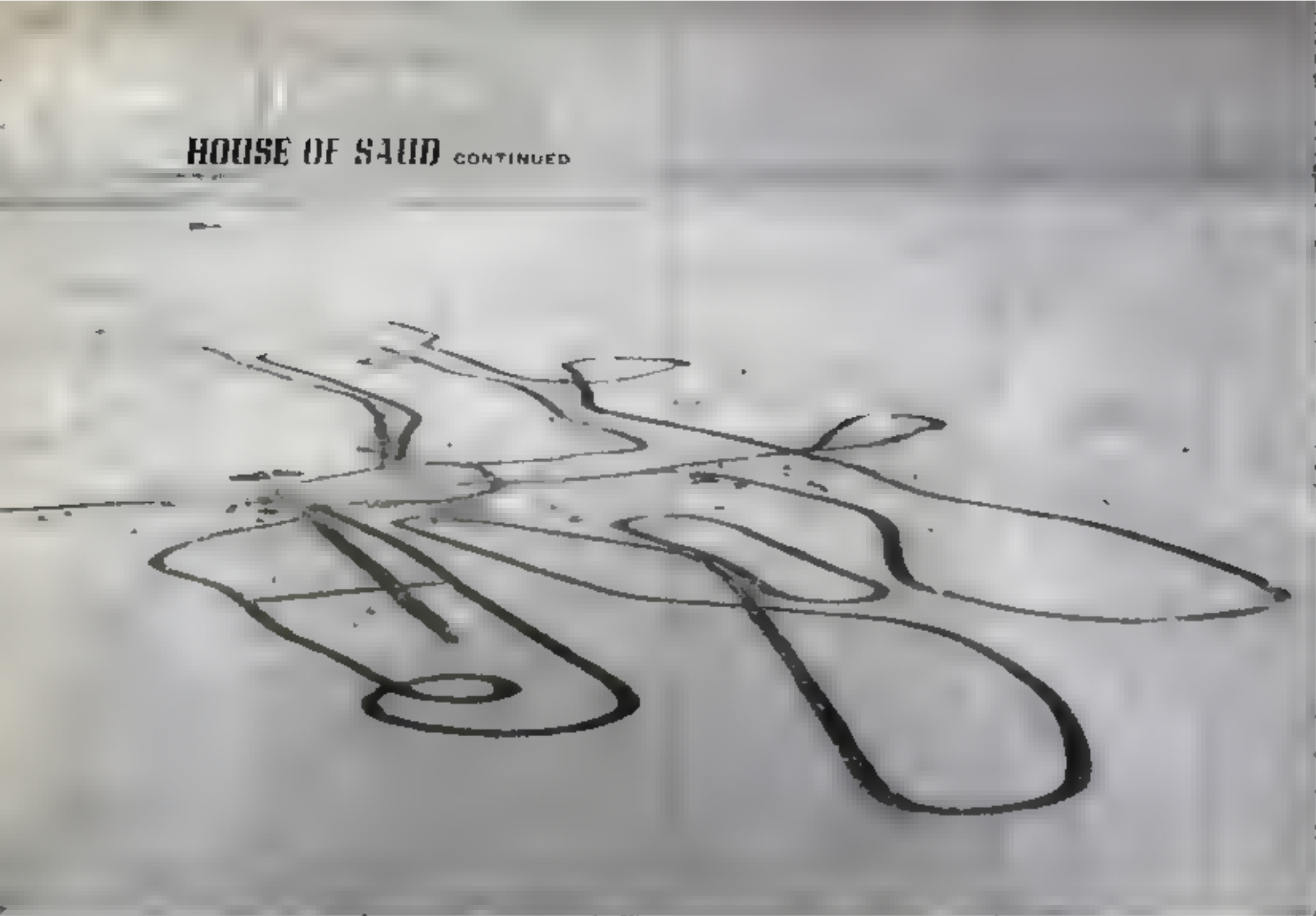
HOMAGE BY TRIBESMEN

By custom attuned to the rigors of camel transport, each official guest coming to visit King Saud at Jeddah was expected to stay three days: the first for audience, the second for entertainment, the last for leavetaking. From afar, to take the new king's measure, came envoys of Egypt, Lebanon, Syria, Jordan, Qatar on the Persian Gulf, even a delegate from 2,000 German Moslems. From nearer at hand, to seek his favor, came the sheiks and plain men of the tribes old Ibn Saud subdued to unite the kingdom.

Seeing him in Great Majlis (conference), where access to the king was governed by protocol, and in Little Majlis (meeting), where any subject might speak, the guests met a ruler of stature. Now 51, nearly matching the 6 feet 4 of his redoubtable sire, Saud has been learning kingship since 13, when he was sent to seize a rebellious subject. Warrior son of a warrior father, he once saved Ibn Saud by taking an assassin's knife in his own flesh. As the old king failed, he had taken over the fence-mending constantly necessary among the fierce and restless tribes, learned the arts of statesmanship and come to know the outside world in trips abroad.



THE KING wears a flowing white *kaffiah* (headcloth) secured by royal *agal* bound with gold. Like father, Saud wears glasses for his nearsightedness.



PATTERN OF NEW DAY is intricate black-top driving course laid out on desert by Aramco. Here

oil company, which employs 14,000 Saudi Arabians, teaches men of the desert to drive modern trucks.



FEAST OF TRADITION at Khuzam palace is given by king in honor of prime minister of Lebanon



BUSINESS GUEST Garry Owen, Aramco's veteran envoy to court of Saudis, confers with Abdullah Balkhair, king's influential private secretary.

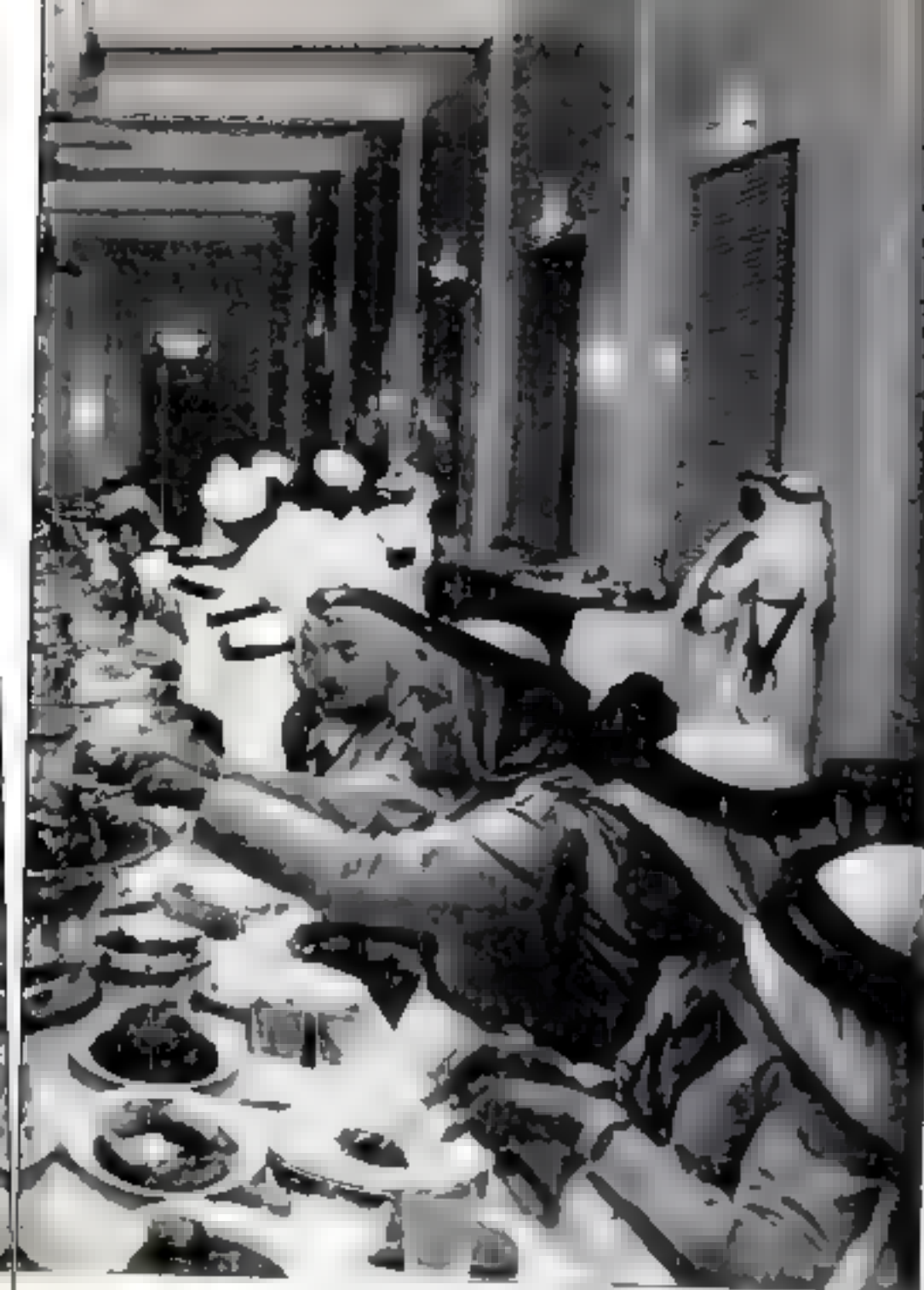
A WORLD PRESSING IN

The modern world was pressing hard on the new king's realm. His guests, assembling by scores in the flowing *abba* (camel's hair robes) of old, now sat on Western chairs instead of squatting cross-legged, and used forks and knives instead of fingers to partake of the king's feasts.

Like his father, in the strict Islamic faith which forbids liquor and tobacco even to foreign guests, King Saud was also like the old king in his eagerness to meet the challenge of modern society. Ibn Saud had made a good start toward modernization. Today, where once there was only trackless sand, there are roads, a railroad, a radio network, agricultural experiment stations. Formidable problems remain: education in a land still 95% illiterate, health among a people plagued by ancient scourges of eye and skin, the development of agriculture and finding of water in a land still able to feed only seven persons per square mile.

Again like his father, the new king could accomplish his building by drawing on great riches. Since 1938 the desert oil fields have been spouting richly until now, under contracts with the Arabian American Oil Company (Aramco), they yield a kingly income of \$200 million a year.





and his party. Lunch here is eaten with whole roast
suckling lamb, vegetables, fruits, ice cream.



RESPECTFUL GUEST, Syria's ex-President Hafez al-Assad, prepares to honor king by kiss of nose.



MODERN RAILS reach out into desert, giving reality to Ibn Saud's favorite dream. Despite drift of sand, the road operates at capacity handling freight and passengers between Dammam and the old king's capital of Riyadh.

OLD RITE brings out the poor to await king's largess each Saturday. A royal agent will pass along the line, handing one silver rial (30¢) to each petitioner. New building going up in background gives Jeddah a modern skyline.

CONTINUED ON NEXT PAGE



FINANCE MINISTER, Abdullah Sulaiman, an author of Aramco deal, wields power for the king.



INTERIOR MINISTER, Prince Abdullah Faisal, is a young family member risen to cabinet rank.



COUNSELOR, Jamal Bey Husseini, old Middle East foe of British, is one of king's first advisers.

ADVISERS, HEIRS, HEIR APPARENT

So long as Ibn Saud ruled, his kingdom was an absolute monarchy. His word carried the force of life and death as well as purse. The old king consolidated his power first by surrounding himself with fiercely loyal associates and advisers, still in the court today, and second by marrying often into the tribes of his realm. Allotted four wives at a time by the Koran, he took and divorced hundreds, some say as many as 400. The result of this kingly prodigality was a royal household of 10,000, including wives, concubines, children and 325 princes, which now costs \$26 million—more than 15% of the government's income—to support.

The new Saud inherits his father's enormous weight of authority in an all-male world. He rules, however, by agreement of his many brothers who, in concert with old Saud's tribal counselors, have already exercised their family authority. Fixing the succession, they ignored the new king's own sons, and chose instead one of their own number, Prince Faisal, as heir apparent. By this act they made clear that the old warrior's kingdom has expanded from a one-man realm into a family corporation.

CROWN PRINCE is the king's younger brother, Amir Faisal ibn Abdul Aziz. As of today Faisal, well known in U.S. and U.N., would follow Saud.





THE NEW KING'S HEIRS include these boy princes, Mansur (the taller), 6, and Abdul-Ilah, 4, standing with their guards outside king's home. Believed to be

the king's favorites, these two boys come 10th (Mansur) and 11th (Abdul-Ilah) among the new king's 22 sons. His daughters are many but unrecorded by name.



MOVIE TRAILER in which she sings song and talks of seals, was made free for TB Association by Rosemary Clooney. She liked song so much she asked Columbia to let her record it.

FIRST EDITION of the song, original cover of which is shown at right, appeared in 5½ million copies of *LIFE* last Christmas. This was biggest first printing of a song in a musical history.



Song's Progress

ALL U.S. HEARS 'LITTLE FRIEND'

Last Christmas, as a Yule gift to its readers, *LIFE* published the full words and music of a new song, *Happy Christmas, Little Friend*, which it had commissioned Richard Rodgers and Oscar Hammerstein II to write. A warm, ingratiating waltz, *Little Friend* brightened the holidays in millions of homes and then, as is the way with seasonal songs, was heard no more.

Since the campaign to introduce a song (below) usually takes ten weeks and last year the publishers, Williamson Music Inc., could not release *Little Friend* before its *LIFE* premiere, they started early this year. The National Tuberculosis Association also picked it for its Christmas seal theme song. As it poured from TV and radio speakers and Arthur Godfrey himself sang it, *Little Friend's* sheet-music sales approached 100,000 two weeks before the season's climax, and it appeared sure of a permanent place in the holly-decked galaxy of well-loved Christmas songs.



NETWORK TV SHOW. *Broadway to Hollywood* assigned Betty Cox to sing *Little Friend* before an enormous enlargement of this year's Christmas seal.



BANDLEADER Guy Lombardo is visited by Williamson's Stan Stanley.



DISC JOCKEY Jerry Marshall also tells Stanley he will play the song.



BOYS' CHOIR of Denton, Texas sang song for TB seal campaign. Bob Hammond Jr. (left) was named Father-Friend Boy, one of 1,200 in U.S.

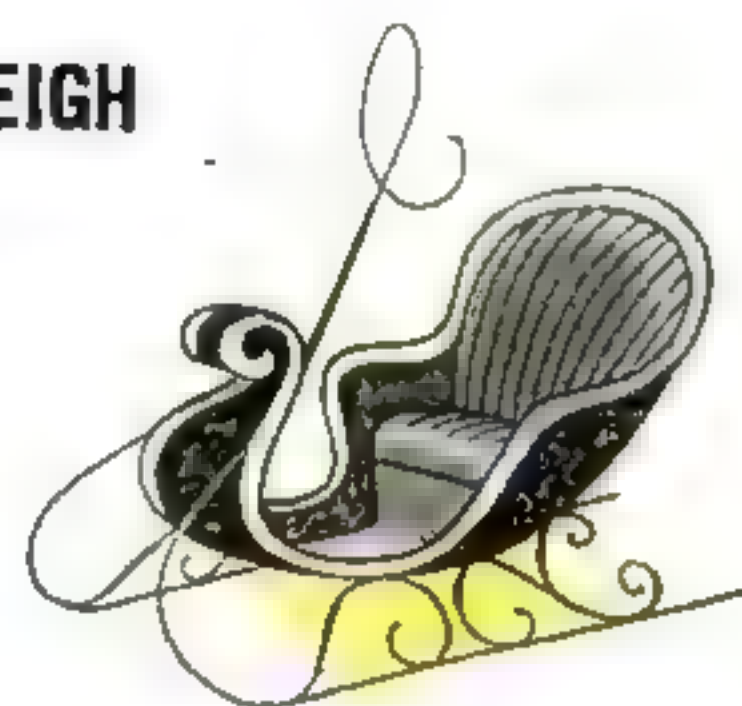


"STRIKE IT RICH," a combined radio-TV show that embraces 278 stations, played song 11 times a week, gave copies to studio audiences.

DON'T RELY ON REINDEER



DON'T EMPLOY A SLEIGH



JUST SPEED YOUR SEASON'S GREETINGS



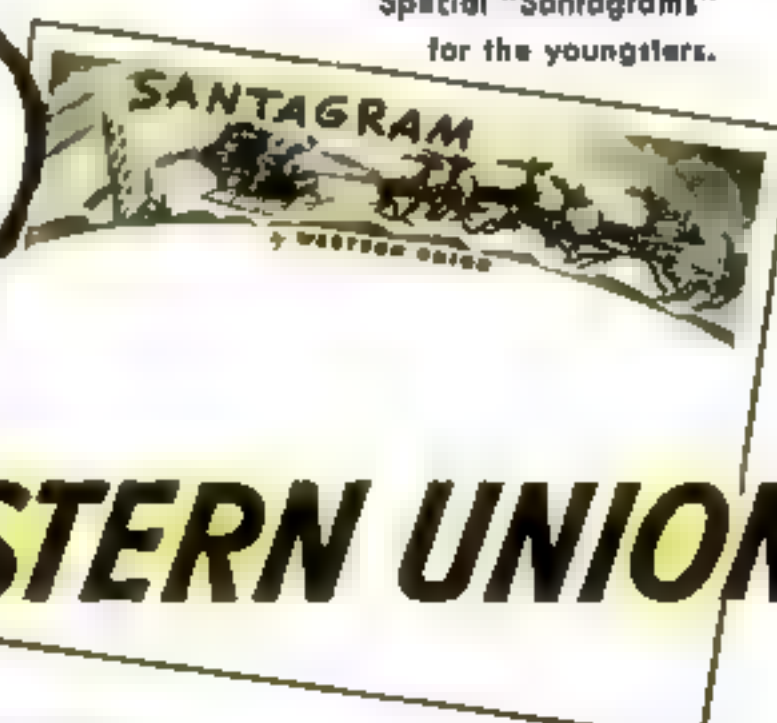
IN THE VERY NICEST WAY....

No matter what else you do...

say *"Merry Christmas!"*
by TELEGRAM

*On any Occasion
it's wise
to wire*

Special "Santagrams"
for the youngsters.



WESTERN UNION



A Telegraphic Gift Money Order
makes a perfect present for anyone.



GRACEFUL COURT BOW is made by 18-year-old Anne Plaxton, practicing the difficult curtsy she will have to make to the governor general at her debut



IN THE DRESSING ROOM BEFORE PRESENTATION, NERVOUS DEBUTANTES GIVE COSTUMES AND MAKE-UP A LAST-MINUTE CHECK

Life Goes to the Garrison Ball

OTTAWA DEBUTANTES COME OUT WITH CURTSIES

The annual Garrison Ball in Ottawa, always the fanciest military party of the season, this year had more soldierly glitter than ever. Two military bands vied with each other to provide music for the 1,200 guests. Governor General Vincent Massey was piped in by Cameron Highlanders. Gay young officers from a dozen Canadian regiments wore their scarlet full dress jackets for the first time since the war.

But the most exciting moment was the least military—the formal presentation of the season's debutantes. Last

year Massey did not receive them, outraging the matrons of Ottawa who feel a girl is not really "out" until she makes a court curtsy to one of the queen's representatives. This year His Excellency, giving in to pressure, regally welcomed each girl as she approached and made her bow (*next page*). When it was all over the matrons were mollified and the young debutantes were thrilled with their coming out—all except possibly one girl who discovered next day she had come out with a rash of chicken pox.



AT REHEARSAL before ball Rosemarie Copland practices entrance with RCAF trumpeters who provided fanfare for occasion.



AT PARTY, special guard, Lieut. Comm. A. A. Turner, stands beside debutantes' dressing room to keep out anxious mothers.

A bright way
to remember your
pipe-smoking friends

is to give them 3-ways better
Briggs—the pipe mixture aged
and mellowed in oaken casks for
deep-down smoking pleasure...



1.
**Friendly
Natural
Aroma**



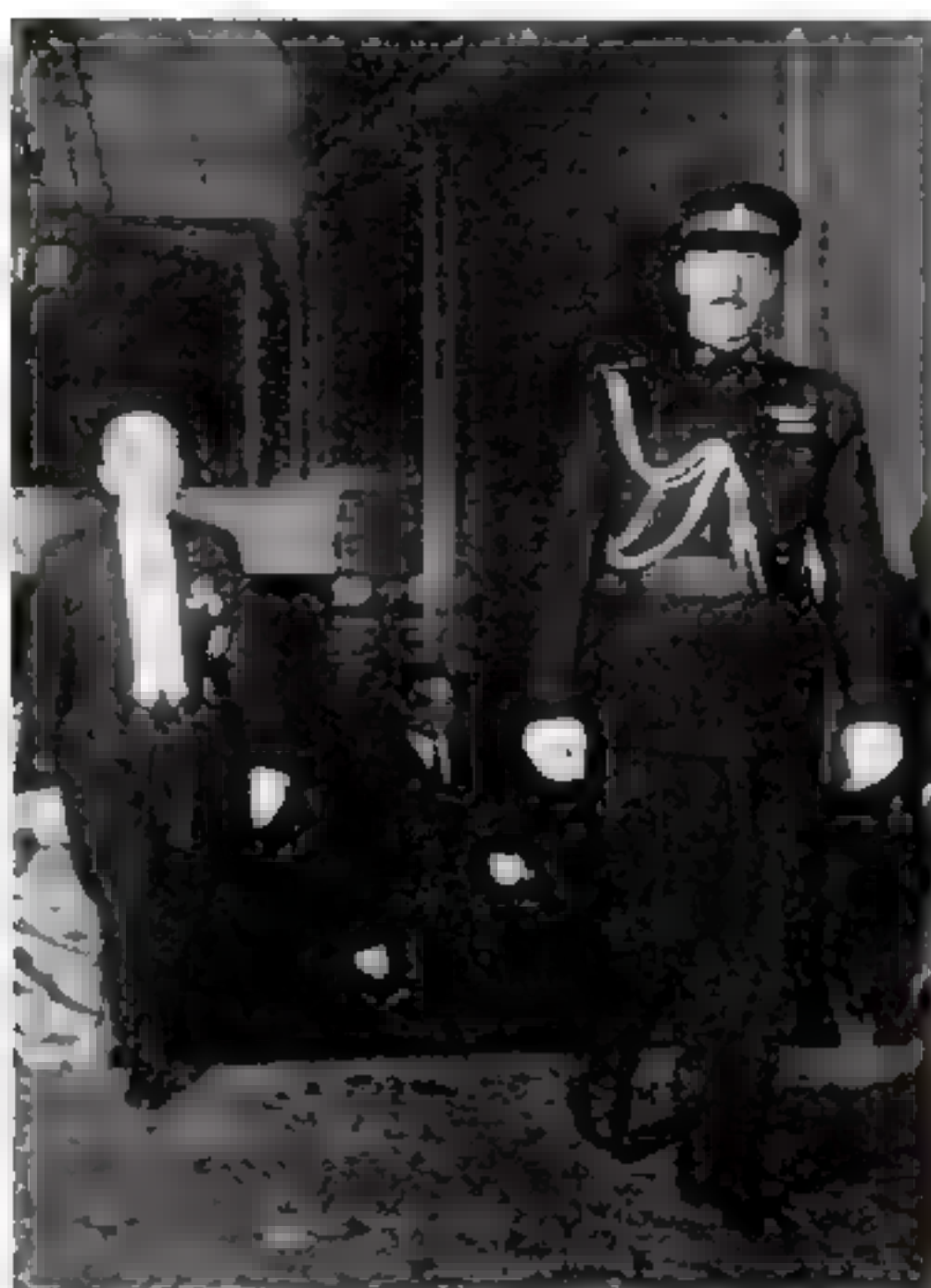
2.
**Mellow
Tasting
and Mild**

3.
**Stays
Lighted
Longer**

give
BRIGGS
the
welcome gift
for Christmas



Garrison Ball CONTINUED



FORMAL ENTRANCE is made by the governor general who is preceded into Chateau Laurier by his military aide.



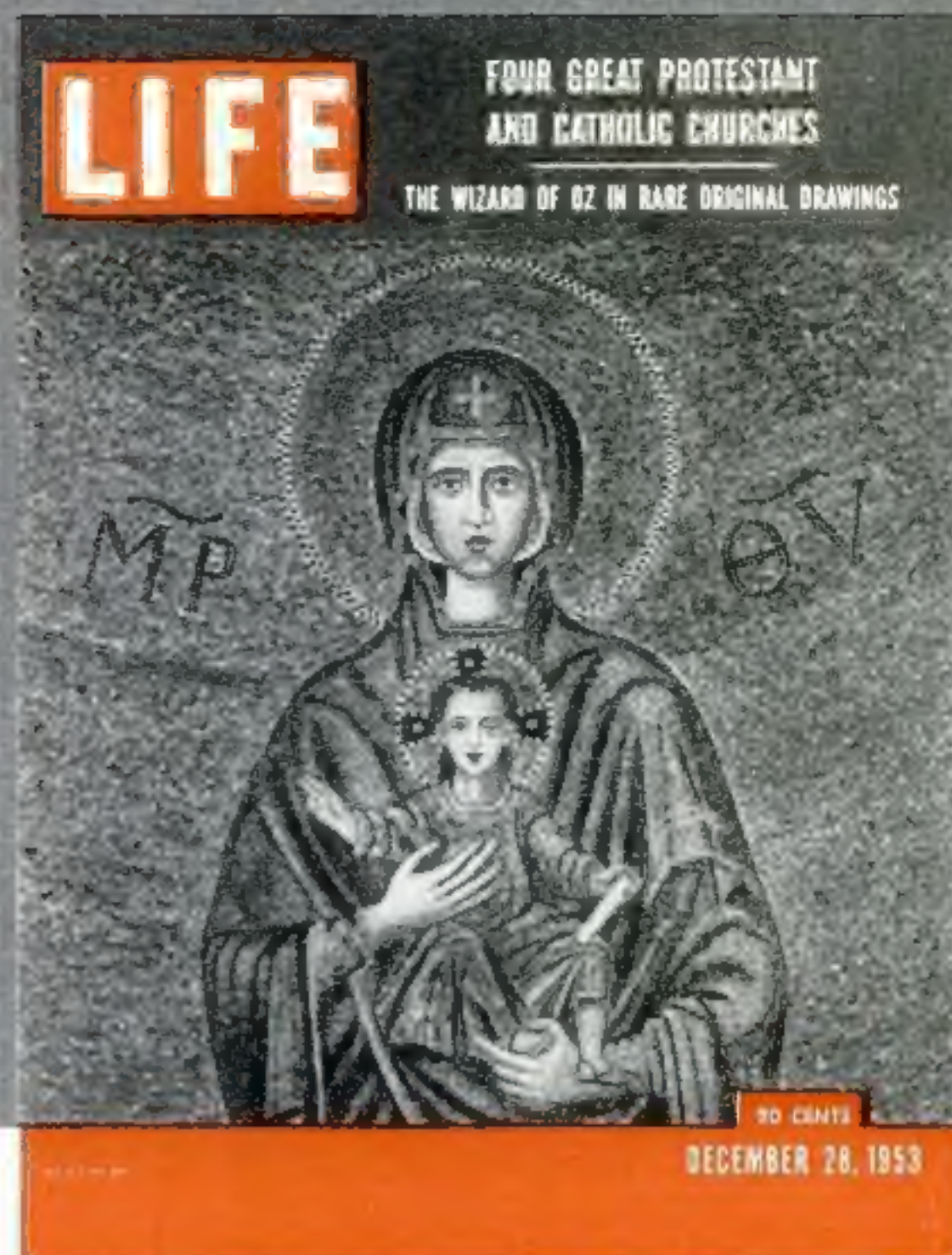
MUSICAL ENTRANCE is made by the guests who are piped in to dinner by Cameron Highlanders with bagpipes.



GRACEFUL COMING OUT brings Nancy Young into a formal bow before governor general. As representative of

the Crown in Canada, Vincent Massey is entitled to a full court curtsy from every lady formally presented to him.

About Next Week's Issue



A CHRISTMAS issue, again filled with items planned for your holiday pleasure, will next week include a children's story which will take many older readers back to a world of wonderment they knew when they were young. It is L. Frank Baum's classic, *The Wonderful Wizard of Oz*, retold with 29 illustrations done by W. W. Denslow for the now-rare 1900 first edition—pictures which faithful Oz fans insist are superior to any that have appeared since.

The story of the little girl who was whirled to amazing adventures in the marvelous land of the Munchkins has been retold many times before—fifty years ago in a musical comedy extravaganza (with Fred Stone), 14 years ago in a movie with Judy Garland and Ray Bolger. But through the years the story's small original edition became rarer and rarer (a mint copy is now worth as much as \$500), and Denslow's charming portrayals of Dorothy's friends and adventures were lost to a whole new generation of Oz fans.

When LIFE's editors decided to revive the Denslow illustrations, Oz's own Wicked Witch seemed to step in to jinx the project. First of all, the original drawings could not be found, so LIFE's editors borrowed a copy of the first edition from a rare book collector. One look at the illustrations convinced Art Director Charles Tudor that this would be the most difficult color reproduction job LIFE had ever undertaken. To achieve the quality of the book LIFE's printers would have to adapt the forgotten engraving techniques of half a century ago to modern presses that turn out 5½ million copies of LIFE each week. At this point Tudor kicked the Wicked Witch out of the window, worked with engravers and printers to produce special plates and colors, and next week millions of youngsters will see the wonderful land of Oz as a handful of youngsters saw it for the first time in 1900.

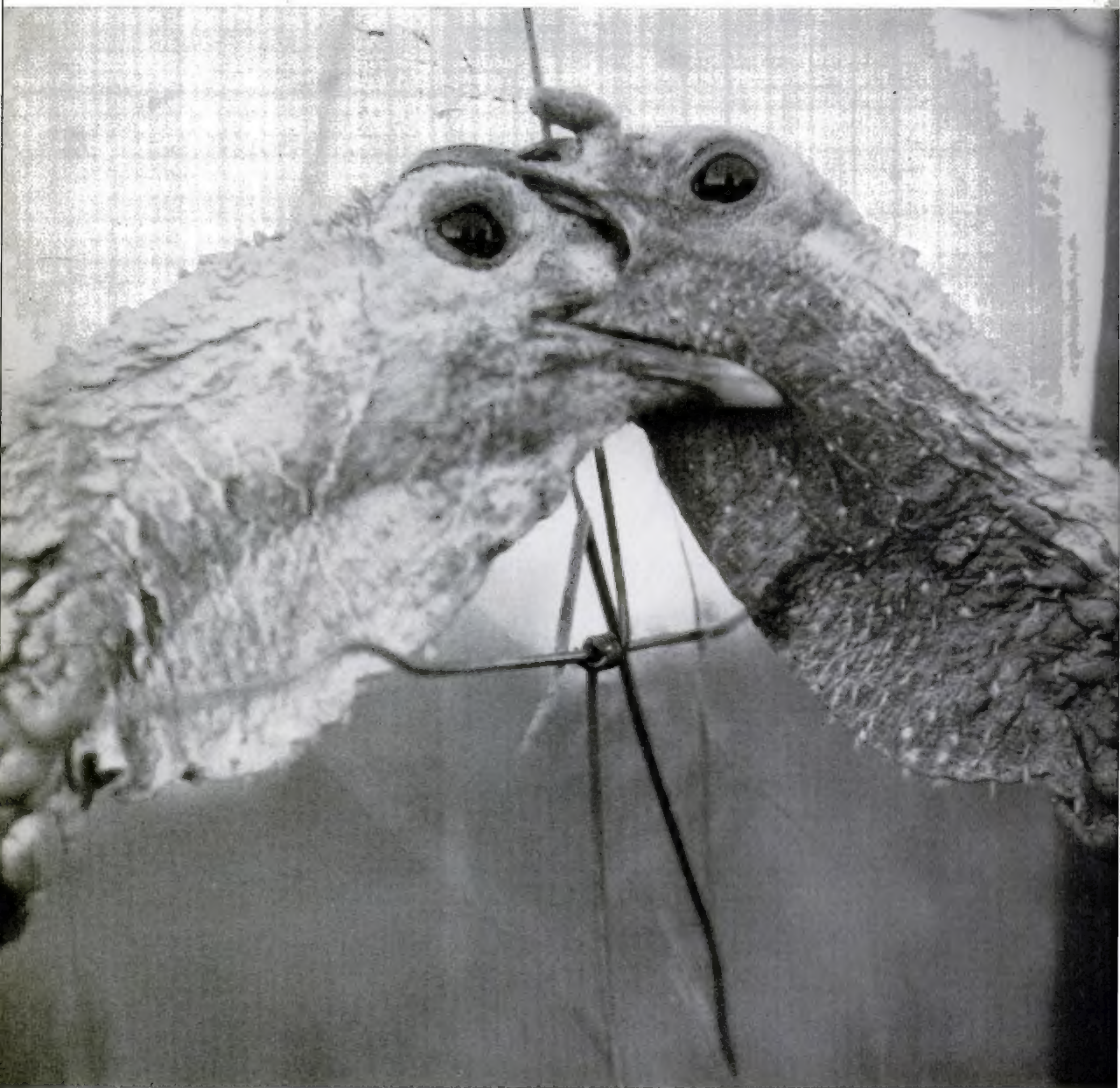
Another "special" in next week's issue will bring you a close and inspiring view of four great monuments to the faith that was born on Christmas Day.

Of all the places of worship built by Christian man to enshrine his belief, none can rival in splendor and majesty the great European cathedrals that grew, stone by hand-laid stone, from the religious fervor of the Middle Ages. To see at close hand the inspired architectural and artistic achievements of the medieval builders, LIFE's Dmitri Kessel photographed four of these great churches in color: the lofty Lutheran cathedral at Ulm, the domed cathedral of St. Mark in Venice, the Anglican cathedral of Wells and the towering cathedral of Bourges. Awesome illuminated spires against the sky, vaulted naves tinted by sunlight through jeweled windows, infinitely detailed mosaics and intricate carvings—all these are caught and held by Photographer Kessel's camera.

Because Christmas comes on Friday this year, the day LIFE normally appears on the newsstands, next week's issue will appear two days earlier—on Wednesday—so all of LIFE's newsstand customers can get their copies before they settle down for the traditional holiday weekend.

All of us at LIFE hope that your Christmas will be a very merry one.

ANDREW HEISKELL, Publisher



GOBBLERS GOBBLING EACH OTHER

Mrs. Florence Northway, a former schoolteacher turned animal photographer, raises her own models on a 54-acre farm in Grangeville, Idaho. Combining chores, she got up with the sun one morning to feed and photograph her 50 turkeys, a bellicose flock whose pre-breakfast squabbles sometimes fascinate Mrs. Northway so much she forgets

to calm them with food. Backed flat against their pen so the wire showed through one's taut wattle were two furious young males locked in combat. So mad that their guttural gobbles had turned to soft gurgles, the two remained clamped bill-inside-bill for 15 minutes straight—until Mrs. Northway put down her camera and set out some food.

Season's best!

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